## SPECIMEN BOOK UNIVERSAL TYPE FACES

UNIVERSAL TYPE-MAKING MACHINE COMPANY CHICAGO

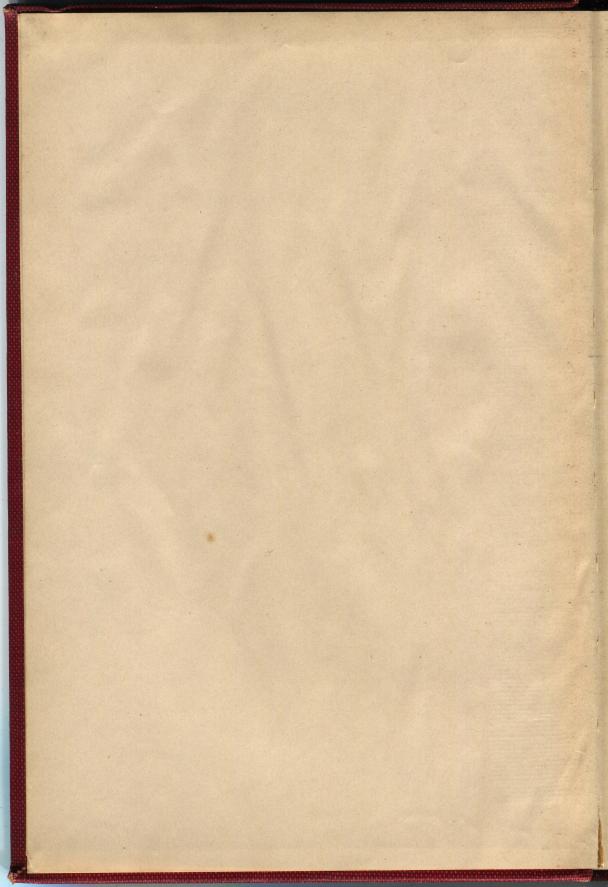
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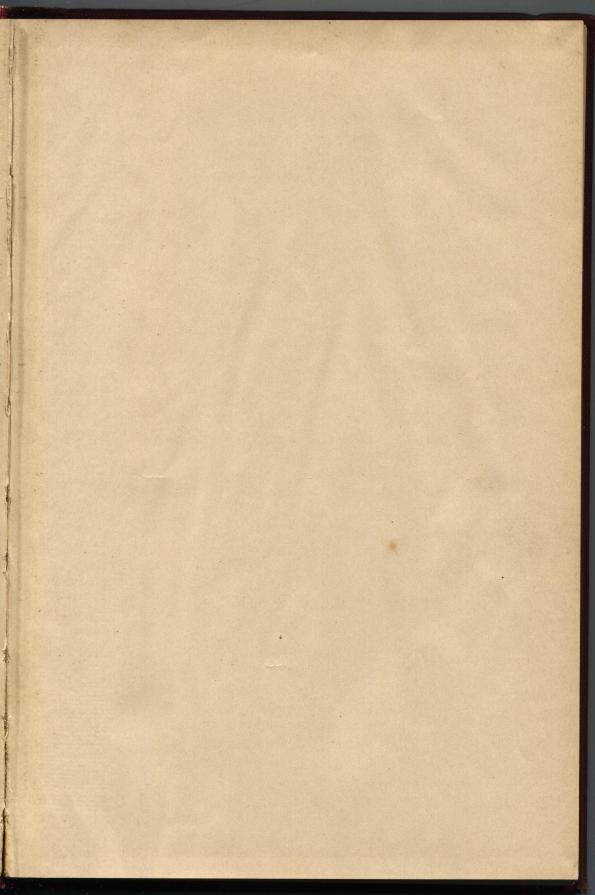
LUDLOW TYPOGRAPH COMPANY · CHICAGO

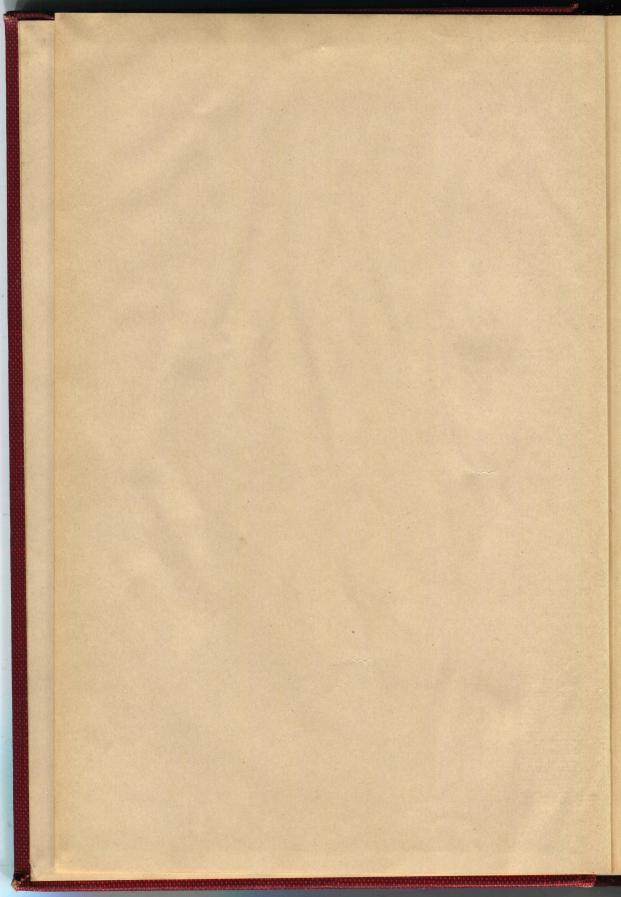
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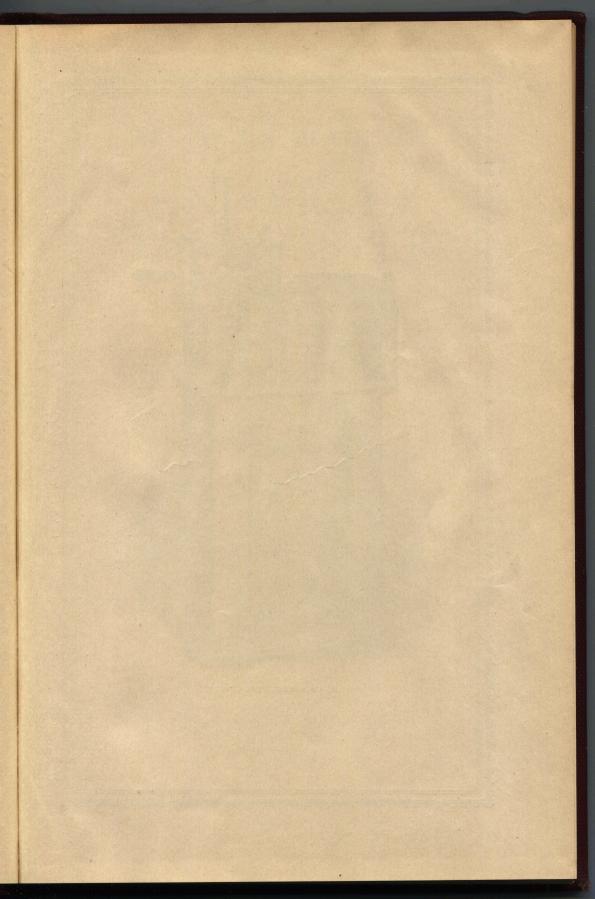
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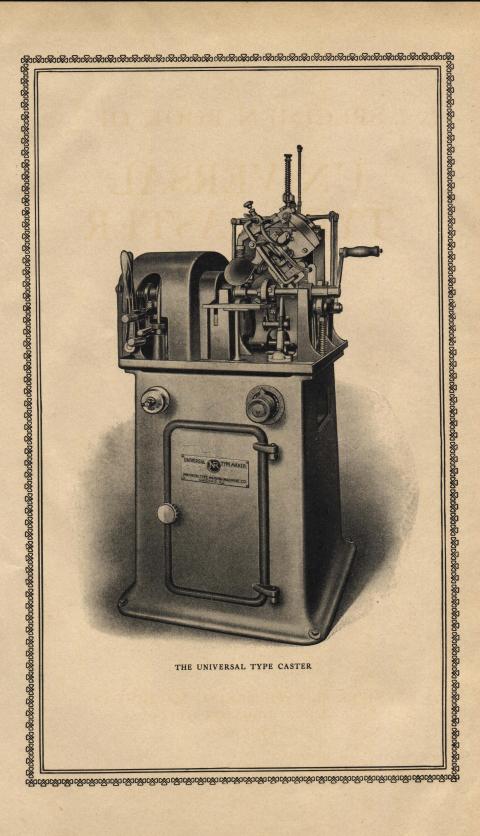
Don E. Roseman.











# SPECIMEN BOOK OF UNIVERSAL TYPE CASTER FACES INCLUDING BORDERS ORNAMENTS AND MISCELLANEOUS CHARACTERS UNIVERSAL TYPE-MAKING MACHINE CO. 321 NORTH SHELDON STREET CHICAGO

MOUNT PLEASANT PRESS
J. HORACE McFARLAND COMPANY
HARRISBURG, PA.

## INTRODUCTION

SANON SA

HIS specimen book contains the type faces, borders, ornaments, and miscellaneous characters, matrices of which can now be obtained for use with the Universal Type Caster. These matrices are not "in preparation," but are actually in stock in our matrix libraries in Chicago and New York, for rental to the users of the Universal exclusively.

A glance at the contents of this book will show that the matrix equipment of the Universal Type Caster is most complete, including nearly a thousand fonts of body and display faces, as well as a great number of borders, ornaments, and other characters. Extensive as is this assortment of matrices, more than answering all the requirements of the largest printing office or the needs of a metropolitan newspaper, nevertheless we intend to constantly add to our matrix equipment, bringing out new faces, borders, ornaments, and other matrices as fast as possible. As these new matrices are cut, specimen sheets uniform in size with this book will be sent to all users of our machines.

The purpose of this specimen book is to place before those who have installed the Universal Type Caster a complete catalogue of all the matrices we can supply. In this connection it should not be forgotten that a nominal expenditure for a special holder makes available for use with the Universal Type Caster the many millions of Linotype matrices.

This specimen book should also be of interest to all printers and newspaper publishers because it shows we have not overlooked the most vital feature of a type casting machine—an ample equipment of matrices.

Examine carefully the contents of this book. Compare the number and variety of Universal type faces with those in your composing room. You will agree that our matrix

#### INTRODUCTION

equipment includes the majority of the popular and more generally used faces—that by installing a Universal Type Caster you would at once abolish your type foundry bills and forever wipe out the great loss of time in your com-

posing room due to insufficient type.

Consider also the quality of the type made by the Universal Type Caster. This specimen book is printed throughout from Universal type. This type was cast under ordinary commercial conditions—the same conditions that prevail in your office—in the composing room of one of our customers. It will be noted that every letter, from six-point to forty-eight-point, is clear, sharp, perfect, and in absolute alignment. Furthermore, while the specimen book does not show it, all Universal type is absolutely accurate in body size and height-to-paper, and is also point body, standard line, and point set.

On the following pages the Universal Type Caster, and the wonderful Universal Mold, are described in detail. From a reading of this description you will understand why the machine has been so strongly endorsed by those who are

most familiar with it—its users.

Extracts from some of the letters we have received from customers are given on pages xiv to xvi. These letters are the best evidence we can offer you that the Universal Type Caster is a practical machine built by practical men and sold by a company financially strong enough to back up every claim made for it; that, as one customer expresses it, after once installed in your office you would find it as indispensable as the telephone.

## THE UNIVERSAL TYPE CASTER ITS DESIGN, CONSTRUCTION AND OPERATION

HE great success the Universal Type Caster has met with, the reason why it immediately demonstrates its usefulness and economy wherever it is installed, is due entirely to the correctness of its design.

Starting with the assumption that the kind of type the printer wants is that which he has always used—foundry type that is perfect as to face, solid as to body, accurate in every dimension, and of tough and durable metal—the inventors of the Universal Type Caster set as the first requirement of their machine that it must produce type identical in every way with the best foundry type.

As these inventors knew from their long experience in designing and building type casting machines for type founders, there is but one way to produce perfect type, and that is the method used by type founders. Don't forget that the accumulated experience of four centuries counts for something. If there was a better and quicker method to make type than that used by type founders, they would have adopted it years ago.

With the foregoing in mind, the Universal Type Caster was designed to produce type in the same way it is made by type founders, but with its mechanism simplified so that after brief instruction it could be successfully operated by any person of ordinary intelligence.

In making type, accuracy is the first essential. Not only must every dimension of a type body be accurate to the last degree, but a type cast today must be exactly the same size as a type cast ten years hence from a different matrix and a different mold and by a different operator with a different machine. It has been demonstrated, over and over again, both by type founders and ourselves, that this accuracy can-

#### THE UNIVERSAL TYPE CASTER

not be obtained with an adjustable mold. This is the reason why the Universal Type Caster uses a different mold for each point size.

In accordance with type foundry practice, which is based on the experience of centuries, the Universal Mold is made in two halves and constructed of the hardest of steel, the large bearing surfaces insuring that it will never show appreciable wear and will always cast type that is absolutely accurate. In all respects it is a regular type founder's mold, except that it has a movable jet-piece which is withdrawn by spring pressure as the mold leaves the nipple plate and

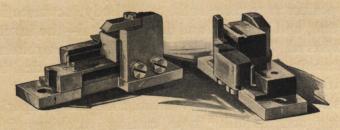


Figure 1
THE UNIVERSAL MOLD

carries the jet with it, so that the type produced requires no breaking or dressing to make it the correct height.

In Figure 1 is shown the strong, substantial construction of the Universal Mold. The view at the right is of the upper half of the mold, the spring jet-piece projecting from the left. The lower half of the mold is shown in the left-hand view, at the back appearing the other half of the jet-piece, while at the top is shown the projecting stool against which the top of the matrix is firmly held when casting. If desired, the alignment of the type can be changed by adjusting this stool. Just below this stool is shown the projection against which the side of the matrix is held.

After a type is cast the matrix withdraws from the character and the mold leaves the nipple plate and releases the spring of the jet-breaking device. This breaks off the jet and the ejector pushes out the jet as the mold opens.

The type then falls into a chute which carries it to a box, from whence it can be transferred to a type case.

Figure 2 is a top view of the machine, showing the melting pot, pump, the water-cooled plates to which the two halves of the mold are attached, and the spring-

compressed arm carrying the matrix, the latter projecting to the right of the machine. The lower half of the mold is seated on the two hollow pins projecting from the lower plate, which are threaded on their interiors to receive the screws which clamp this half of the mold firmly in position. The upper half of the mold is attached to the other plate by means of two screws.

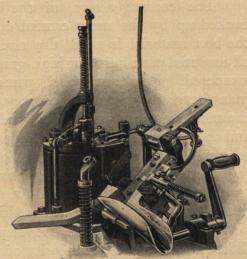


Figure 2
TOP VIEW OF THE MACHINE

When the mold is closed it is locked by the vertical rod, having a screw and clamp nut, shown in the foreground of Figure 2. This device is exceedingly rigid and insures the mold being entirely closed when casting, thus absolutely avoiding the possibility of bodies too large.

When the mold is thus locked the matrix is held firmly against the mold by a lever adjusted with a screw and lock nut, the two halves of the mold clamping it rigidly sidewise and a spring holding it tight against the alignment stool. Forced down by a powerful spring, the pump then drives the molten metal into the mold, holding it there under great pressure until the type has cooled enough to be ejected from the mold.

It is this scientific design of the Universal Type Caster, the rigidity with which the mold is locked, the firmness with which the matrix is held in position, and the great pressure behind the metal while it is being cooled, that makes it possible for the machine to produce such perfect type, clear and sharp as to face, solid as to body, and with every dimension absolutely correct.

The correct design of the Universal Type Caster is backed up by the most careful construction. Throughout the best material is used, the main shaft, arms, rollers, and all essential parts being of high-grade tool steel, hardened and tempered. Furthermore, all parts are interchangeable and manufactured with great accuracy. This means the profits the machine earns are not absorbed by excessive depreciation and costly repairs. The unanimous verdict of users is that seldom does any part of the machine ever wear out or require replacement. With only ordinary attention, such as any machine should receive, the Universal Type Caster can be depended on, year after year, to produce absolutely perfect type.

The operation of the Universal Type Caster is not at all difficult to learn. The majority of the machines are in charge of operators who have received only ten days' to two weeks' instruction from our erectors, this instruction having been given in the plants of purchasers when the machines were installed. The simple design of the machine, together with the fact that a different mold is used for each point size, means that the quality of the output is not dependent on the skill of the operator. Therefore, the user does not have to employ a skilled mechanic to operate the machine, but can select a composing room apprentice with an aptitude for machinery, or a compositor of ordinary intelligence. In many offices the machines are run by boys, under the supervision of the foreman or some older person, and in one plant a young girl has charge of the machine, producing a very satisfactory output of good type.

When an office is large enough to require running the machine continuously it is wise to employ a man to do nothing else but operate it. But in smaller plants that need

#### THE UNIVERSAL TYPE CASTER

the machine only now and then the best plan is to instruct a compositor, or someone constantly employed in the establishment, so that an operator will always be at hand when needed.

Not only is casting type with the Universal Type Caster a very simple matter, but the changes and adjustments of the machine are not at all complicated. One mold can be substituted for another in two minutes, and a matrix can be changed in half a minute. The line and set of the type to be cast are taken care of by the matrix, hence these require no adjustment. The pump is so designed that it may be easily removed if it should choke, and will cast a number of sizes without adjustment.

The machine is driven by a small motor in the base, or can be operated by line shafting, but the individual motor is best, as it saves power and permits the machine to be located in the most convenient position. Where power is not available the machine can be driven by hand, a crank being provided for that purpose. If power is used, a stop clutch gives an intermittent motion to the main shaft of the machine, allowing the mold to cast a type every revolution of the shaft, or every second, third, or fifth revolution, as may be desired, thus giving time for a "dwell" to allow the metal to cool in the mold and insuring solid bodies. The length of the "dwell" depends on the size of the type.

The average output of the Universal Type Caster is ten pounds per hour, ranging from four pounds per hour for sixpoint type, to fourteen pounds per hour for forty-eightpoint. A greater output than this has been obtained by experts, but these figures are what the purchaser may expect from ordinary operators. By re-designing the machine so it would cast type with porous bodies, not accurate as to size, and with defective faces, a much greater output could have been secured. But that was not the object of its inventors. They knew the printer wanted real type, foundry type, hence they sacrificed output to quality. The result is that better

#### THE UNIVERSAL TYPE CASTER

type cannot be made than that cast by this machine. There is a limit to the speed at which molten type metal can be cooled. This is governed by a natural law that nothing can overcome. It is as fixed and unalterable as the law of gravity. No machine can produce type with *solid* bodies and *perfect* faces at a greater speed than the Universal Type Caster.

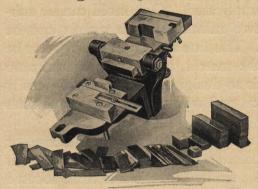


Figure 3 LEAD AND SLUG MOLD

The regular equipment of the Universal Type Caster includes the complete machine, matrix holder for either Universal or Linotype matrices, and an equipment of molds for casting type, spaces, and quads in any six sizes from five and a half to forty-eight-point. Additional molds can be

rented for \$1.00 per day, time in transit, as well as Sundays and holidays, not included.

Molds for casting leads and slugs also can be purchased. These molds (see Figure 3) cost \$100 each. They cast leads two points thick and any length from four to twenty picas. By the use of mold blocks (\$50 for each point size) these molds can be adjusted to cast leads and slugs of any thickness up to twelve-point.

The Universal Type Caster occupies a floor space twenty-five by twenty-seven inches and is five feet high from the floor to the top of the pump-plunger piston. When equipped with motor, controller, and driving gear installed in the base, the weight is 950 pounds. One-third horse-power is required to drive the machine, and a three-eighths-inch gas pipe is used to supply the burner. A quarter-inch water pipe is required to cool the mold plates. A competent man is sent to erect the machine and give instruction in its operation for a period of two weeks.

# UNIVERSAL TYPE CASTER MATRICES PRICES AND RATES FOR RENTAL

X0X0X0X0X0X0X0X0X0X0X

NIVERSAL matrices are of the electrotype form and are made with great care, their manufacturing cost being nearly double that of an ordinary matrix of this kind.

Matrices may be rented by owners of the Universal Type Caster, for use on that machine, from our libraries at the rate of \$1.00 per day per font. in transit excepted, including Sundays and holidays.

Expressage of fonts to and from our libraries is paid by the customer. Rental is computed for the time the matrices are in your possession.

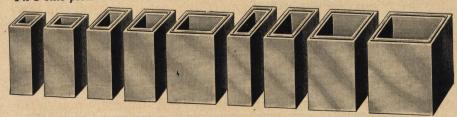
Matrices purchased from us by users of the Universal Type Caster may be exchanged upon payment of \$2.00 per font, provided the matrices are in good condition. In this way the user may keep a font as long as desired and then exchange it for any other font he may select.

Prices of fonts are as follows:

REGULAR FONTS (containing caps, lowercase,	PER FONT
points, and figures)	\$30.00
ROMAN FONTS (containing caps, lowercase,	
small caps, points, and figures)	35.00
CAP FONTS (containing caps, points, and figures)	20.00

#### QUOTATION QUAD MATRICES

Matrices for casting quotation or hollow quads may be obtained in the following sizes: 1½ x 2 ems pica, 2 x 2 ems pica, 1½ x 3 ems pica, 2 x 3 ems pica, 3 x 3 ems pica, 1½ x 4 ems pica, 2 x 4 ems pica, 3 x 4 ems pica, 4 x 4 ems pica.



These quotations or hollow quads are cast in the regular space and quad molds. These matrices may be purchased, or the font of nine matrices rented at the rate \$1.00 per day.

## THE OPINIONS OF USERS WHAT THEY SAY ABOUT THE UNIVERSAL TYPE CASTER

HE evidence contained in the letters here reproduced is positive proof that the Universal Type Caster is a money maker in the composing room of a newspaper or a job office. Note the character and reputation of the firms who have endorsed the machine, the unanimous opinion regarding the quality of the type it produces, its simplicity of operation, its low maintenance cost, and its great economy. These letters prove that the Universal Type Caster is a real type caster that makes real type, equal in every way to the best foundry type, and at a cost much less than that of foundry type.

#### DE VINNE PRESS, NEW YORK.

The one feature of the machine that most appeals to us is the low cost of manufacture. We simply melt up a lot of old type and produce new type at little or no expense to ourselves outside of the metal. The type is as good as any of the foundry type we have in our composing room.

#### BECK ENGRAVING COMPANY, PHILADELPHIA.

The results we are getting from the Universal Type Caster are entirely satisfactory. The machine is doing all you claimed for it.

#### RAND McNALLY & COMPANY, CHICAGO, ILL.

We have cast over 30,000 pounds of type on your machine and consider it a money maker. The cost of maintenance has been comparatively light for the product produced.

#### BROOKLYN DAILY EAGLE, BROOKLYN, N. Y.

The machine is giving excellent satisfaction and we are very well pleased with it. It casts rapidly and solidly, and we are now able to keep our type cases filled with new type and get a better product than we had heretofore.

#### PITTSBURGH POST, PITTSBURGH, PA.

We have operated your type casting machine for several years. The machine makes good type at a fair rate of speed and is easily kept in condition. Since we have used your type casting machine we have not purchased any new type smaller than 48-point.

#### THE UNIVERSAL TYPE CASTER

#### FLEET, McGINLEY CO., BALTIMORE, MD.

Even more important than the economy of making our type on the Universal Type Caster, is the value of being able to make on the machine an unlimited supply of type and spacing material just as we require it. Thus our compositors have plenty of material to work with and the machine has increased the efficiency of all of our hand men, who are not wasting time hunting for necessary sorts. Our machine is operated by one of our apprentices and is practically never out of order.

#### J. HORACE McFARLAND COMPANY, HARRISBURG, PA.

Our experience with the Universal Type Caster has been such in the past year as to convince us of its value in a plant of this nature. The Universal Type Caster is a well-built machine, not difficult for anyone to understand, and producing type of a quality not equaled by any other type casting machine within my knowledge, at so small a cost, when operated in connection with type setting work, as to be almost negligible.

While at first the entry of the machine into the composing room equipment was not welcomed by the force there operating, there would now be rebellion at the idea of giving it up.

#### SAN FRANCISCO EXAMINER, SAN FRANCISCO, CAL.

We are well pleased with the results obtained from the Universal Type Caster. We do not distribute any type under 36-point.

#### A. S. GILMAN PRINTING COMPANY, CLEVELAND, OHIO.

Your machine is giving the best of satisfaction. The product is fully equal to that produced by any type foundry, while the machine itself in construction and operation is a marvel of simplicity.

#### MONTREAL STAR, MONTREAL, CAN.

We take pleasure in stating we have found your machine very useful and it has given us entire satisfaction. We consider that it is doing all that you claimed for it when we purchased it from you.

#### LA PRESSE, MONTREAL, CAN.

"Type That is Type" is your motto. You are quite right in adopting that particular motto. That is what we are making with your machine. We are pleased to say that the type we are casting on this machine is far superior to any foundry type we have purchased up to now.

#### AUTOGRAPHIC REGISTER COMPANY, HOBOKEN, N. J.

We have been using the Universal Type Caster constantly for two years, and are delightfully surprised at the low maintenance cost. The repairs have been practically nothing and whatever adjustments necessary have been attended to in our own shop. It is making better type, if that is possible, today than when the machine was installed.

#### THE UNIVERSAL TYPE CASTER

#### LOS ANGELES RECORD, LOS ANGELES, CAL.

We are having splendid success with the Universal Type Caster and are turning out a fine quality of type, and large quantities of it.

#### HILL TYPE & MACHINE COMPANY, ST. LOUIS, MO.

We are selling type cast on your machine to the best printers in the city, and all pronounce it as good, or better, than any type they have ever used.

#### HENNEBERRY COMPANY, CHICAGO, ILL.

The machine meets all our requirements, being simple in adjustment and turning out good solid type. We are well pleased with it.

#### AMERICAN PAPER GOODS CO., KENSINGTON, CONN.

We have had one of your casters in operation for the past two years and find that the product of the machine is equal to that purchased at regular foundries and at a much less cost. The type is sharp, clear and clean cut and wears well. The caster is simple and easy of operation. We feel that the purchase of the machine was a money-saving investment.

#### CALGARY HERALD, CALGARY, ALBERTA, CAN.

The Universal Type Caster with which you supplied us is quite indispensable to us, and we would not be without it for twice its cost. It assured us of clean new type in unlimited quantities and most up-to-date faces, particularly for ad type, though we also use a quantity of it for news headings. In connection with the machine itself, we can add that it has never given us a moment's trouble.

#### J. W. FRANKS & SONS, PEORIA, ILL.

We are well satisfied with your machine. The type it casts is fully as good as regular foundry type, both in quality, height and alignment. There is no doubt about its economy both in casting fonts and sorts. It is like the telephone—we could not do without it.

#### CHICAGO LEGAL NEWS, CHICAGO, ILL.

We are well pleased with the Universal Type Caster. It is one of the best paying machines in the house.

#### LA PATRIE PUBLISHING COMPANY, MONTREAL, CAN.

We have much pleasure in informing you that the machine you sold us has given us entire satisfaction and was never out of order.

#### PERRIN & SMITH PRINTING COMPANY, ST. LOUIS, MO.

We are perfectly satisfied with our Universal Type Caster and think it a great help to our composing room.

#### W. L. WITMER & COMPANY, KANSAS CITY, MO.

Will say that we have found everything you claim for the Universal Type Caster to be exactly as represented.

# UNIVERSAL DISPLAY FACES

36 Point

Per Font, \$30 net

# EAST INDIANS Civilize the Heathen Congo River Old Nations \$987

30 Point

Per Font, \$30 net

# DIAMOND MINES Hunting Precious Stones South Africa Fortunes Being \$98

24 Point

Per Font, \$30 net

ARMIES MOBILIZING
Weak Defences Strengthened
Sanguinary Battles
Scene of Conflicts \$1,234

18 Point

Per Font, \$30 net

## PRODUCES DESIRED EFFECT Casting Type Necessary in Your Office Can be Done with Economy and Ease that is Surprising \$3

14 Point

Per Font, \$30 net

MACHINE OF SIMPLE MECHANISM
The Universal Will Overcome the Many Obstacles
That Confront the Progressive Printer
It Places Him in a Position to Do Good Work

12 Point

Per Font, \$35 net

#### ITS SUCCESS GUARANTEED

UNIVERSAL TYPE-MAKER HIGHLY APPRECIATED AND ALSO recommended as the greatest and most accurate that has ever been produced for the execution of high-class work

10 Point

Per Font, \$35 net

#### HONORABLE MENTION GIVEN

IT IS A FACT THE UNIVERSAL TYPE-MAKER GIVES THE GREATEST amount of satisfaction. It has a widespread reputation for its accuracy and economy, and will be a profitable addition to every printing-office. It will increase \$123456789

8 Point

Per Font, \$35 net

PROGRESSING BUSINESS DEMANDING A MACHINE THAT WILL RAPIDLY CAST THE sorts that are necessary with economy and accuracy that can be depended upon. This machine will successfully fill the bill. It is simply constructed and anyone with

ADVANCING THE PRINTING TRADE

previous mechanical experience can operate it

6 Point

Per Font. \$35 net

GREATEST INVENTION OF ITS KIND

The Universal Type-Maker Has Proven to be Most Successful of the Various Type-Casting machines now in operation. It is demanded by the trade for the reason that its products will be accurate and satisfactory. Any printer wishing to improve his condition will be acting wisely if he installs this wonderful up-to-date machine. It will make all material necessary for doing work that pleases customers.

36 Point

Per Font, \$30 net

# COAST LINE Railroads Planning Rates Down Southern Ohio 1

30 Point

Per Font, \$30 ne

LOST DOCUMENT
History of Early Periods
New England
Puritanical Ideas 74

24 Point

Per Font. \$30 net

WORTHY MACHINE
Benefiting Printers Generally
Universal Machine
Receiving Praise that 9

PROMOTES NEW BUSINESS

The Universal Type-Maker is Famous for its accuracy and economy. It will improve your products and be a \$12345

14 Point Per Font, \$30 net

RECEIVING PRAISE EVERYWHERE It will make the material you need, which will be beneficial to the printer and will also satisfy the customer. If you consider the economy of this machine you will immediately procure \$1234567

12 Point SECURING SORTS

Per Font, \$30 net

In the past has been a very troublesome detail, causing many vexatious delays that have often proven an annoyance to the compositor. The Universal Type-Maker will overcome \$9875

10 Point Per Font, \$30 net

AUTOMATIC PRODUCT

Printers who possess the Universal Type-Maker can discover means of finding money in the hell-box. Piles of old junk can be quickly turned into money-making type, ornaments, borders, quads and spaces at a very slight expense. It is needed \$123,456,789.00

8 Point YOU WILL FIND ECONOMY

In casting your own sorts. It is much more profitable and less troublesome. The Universal Type-Maker affords opportunities too numerous to mention. It will make a great improvement in the printing trade. Having sorts always at hand is very convenient, and also proves a great economy. Install this machine and you

6 Point Per Font, \$30 net

The Universal Type-Maker is now covering a new field of usefulness in the printing industry. It has succeeded wonderfully. You would be surprised if you knew how beneficial it has been. Accomplishing feats never heard of before. By installing this machine you will be able to improve your business methods and be able to execute any kind of work. The services of a type founder are not necessary for operating this economical device. It will be a profitable addition to the \$1234567890.

36 Point

Per Font, \$30 net

#### TRUE HEART New Material Ready Great Lakes Unique Design 8

30 Point

Per Font, \$30 ne

SCENIC EFFECTS
Many Difficulties Avoided
Universal Machine
Fulfilling Its Purpose

24 Point

Per Font, \$30 net

SOWING THE WIND
Many Humorous Comedians
New York Herald
Universal Will Make \$9

20 Point

Per Font, \$30 net

## MAKING IMPROVEMENTS Universal Type-Maker Is Progressive Its Product the Very Best This Fact Well Appreciated 68

14 Point

Per Font, \$30 net

MORE SERVICEABLE TO THE PRINTER

Make labor easy and benefits him in different ways

The Universal Type-Maker is a simple

Machine that Will Increase Business \$12345

12 Point

Per Font, \$30 net

THIS MACHINE HAS PROVED TO BE MORE
Satisfactory than all the other type-casting machines combined
Easy to operate and production unequaled
Why pay exorbitant prices for foundry type when
You Can Cast Type Cheaper \$1234567890

10 Point

Per Font. \$30 net

THE UNIVERSAL TYPE-MAKER IS SUPPLYING PRINTERS
With facilities for making their own body and job type, borders, ornaments
Spaces and quads in any amount that they may require
No foundry type-casting machine can now possibly take its place
Matrices for Casting Popular Type Can be \$123456789

8 Point

Per Font, \$30 net

FORTUNES BEING MADE FROM THE CONTENTS OF THE HELL BOX
With this very useful machine you can produce the type you need and in any quantity
There is great economy in the operation of this simple device
Your future prosperity greatly depends upon the Universal Type-Maker
Comfort, Convenience and Economy \$12345678

36 Point

Per Font, \$30 net

#### GOOD PROFIT Real Dollars Saved Fine Styles Great Saving \$

30 Point

Per Font, \$30 net

LESS TIME SPENT
Unique in Construction
Operation Easy
Benefits Great 765

24 Point

Par Font \$30 net

MAKING FORTUNES
Printers Who Use Universal
It Simplifies Work
Saves Lost Motion 43

18 Point

Per Font, \$30 net

AFFORDS MANY OPPORTUNITIES

That were Undreamed of Before the Invention
Of The Universal Type-Maker
Printers Taking Advantage of Them
\$1234567890

12 Point

Per Font, \$30 net

WHY NOT EXERCISE GOOD JUDGMENT?

Cast Aside all Old Cobweb-bedecked Ideas and Have New Serviceable Material Constantly on Hand

The Universal Type-Maker Keeps Cases Full And Overcomes all Other Difficulties

10 Point

Per Font, \$30 net

HAVING A TYPE-FOUNDRY IN YOUR SHOP IS MORE
Convenient Than Two Around the Corner and is More Economical. The
Universal Type-Maker Makes Accurate Type of the
Highest Quality and Finest Finish, Equal in Every Way
To the Best Foundry Product, and Much Cheaper

8 Point

Per Font, \$30 net

OLD WORN-OUT TYPE IN THE SHOP WILL MAKE WORN-OUT NERVES
It is Not Necessary to Have any Trouble or Delay Whatever Since the Invention of
The Universal Type-Maker, the Machine Which Has Made Such
Rapid Progress in the Advancement of the Interests of the Printer. Laborious
Tasks Made Very Simple to the Compositor \$1234567890

6 Point

Per Font, \$30 net

DIOGENES, A CELEBRATED CYNIC PHILOSOPHER OF SINOPE, WAS BANISHED

From His Country for Coining False Money. From Sinope He Retired to Athens, Where He Became the
Disciple of Antisthenes, Who was at the Head of the Cynics. He Dressed Himself
in the Garment Which Distinguished the Cynics, and Walked About the Streets with a Tub
on His Head, which Served Him as a House. He died B.C. 324

36 Point

Per Font, \$30 net

## BEST GOODS Always Appreciated Merit Ever Wins

30 Point

Per Font, \$30 ne

LEADING MANY
Setting Pace for Others
Always Ahead of Them

24 Point

Per Font, \$30 net

DESERVES CREDIT
Conditions are Much Better
Amongst Printers These Days

20 Point

Per Font, \$30 net

BRIGHT MINDS ACTIVE
Inventive Ideas are Advancing Rapidly
Remarkable Improvements Made

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

18 Point

Per Font, \$30 net

### PROSPEROUS BUSINESS MEN Use Most Modern and Economical Machinery More Facilities, Less Expense

14 Point

Per Font, \$30 net

#### CONSTRUCTION IS VERY SIMPLE The Universal Type-Maker is Entirely Successful Wonderful in Its Practicability

12 Point

Per Font, \$30 net

EXERCISE YOUR BETTER JUDGMENT
Install the Machine in Your Plant that Proves its Worth
Increase the Effectiveness of Your Office

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER AN ENERGY-SAVER

Most Popular and Economical Device for Making Type now Known

Type in Unlimited Supply a Boon to the Printer

8 Point

Per Font, \$30 net

ACTIVE PRINTERS MAKING RAPID STRIDES TO SUCCESS

The Universal Type-Maker has Removed Almost All of the Printer's Difficulties

No Need to Worry Any More Over Short Supply of Type



36 Point

Per Font, \$30 net

#### SURE PROFIT Increase in Business Will make Money

30 Point

Per Font, \$30 net

SPECIAL DESIGN Universal Type Needed Best-Quality Type

24 Point

Per Font, \$30 net

EXPENSE CUT OUT Convenient in All Details Universal Type Maker

20 Point

Per Font, \$30 net

BUYING SORTS IS LOSS Universal Type Maker Furnishes Everything Necessary

18 Point

Per Font, \$30 net

ANY AMOUNT OF NEW SORTS
Is Instantly and Conveniently Produced
By The Universal Type-Making Machine
Very Profitable in Every Respect
\$1234567890

14 Point

Per Font, \$30 net

IT EFFECTS PRACTICAL ECONOMY
There is But One Matrix for Each Character Yet
With Each Matrix it is Possible to Cast as Much
Type as Any Big Office Will Need

12 Point

Per Font, \$30 net

DOES NOT REQUIRE SERVICE OF SKILLED
Foundryman or Mechanic to Manipulate Adjustments
Any Printer can Operate it Easily and Make Good Type
Display and Body Type are Its Special Product

10 Point

Per Font, \$30 net

THERE IS NO NECESSITY OF ORDERING SORTS
From the Foundry When You Have a Universal Type-Maker in
Operation in Your Plant. It Will Provide All the Type Necessary
Will Convert Old Type Into New Up-to-date Faces

8 Point

Per Font, \$30 net

PRINTERS WHO CAN NOT AFFORD TO PUT IN EXPENSIVE
Composing Machines Can Now Procure a Complete New Assortment of Job and
Body Type, in Large or Small Quantities, at Very Little Expense and Trouble
Its Installation is the Last Word in Economy of Administration



42 Point

Per Font, \$30 net

## EFFICIENT Helps to Printing

36 Point

Per Font, \$30 net

#### LAST REPORT Money to Come 12

30 Point

Per Font, \$30 net

#### PERFECT SHAME Always the Winner 123

24 Point

Per Font. \$30 net

PROVES ACCURACY
Pass This Good Word Along

20 Point

Per Font, \$30 net

CUSTOMERS PLEASED
Work of Highest Quality Always \$

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(14

18 Point

Per Font, \$30 net

### THIS MAGNIFICENT FACE Can Be Put to Many Varying Uses and Always Pleases ƌ \$1234567890

14 Point

Per Font, \$30 net

ADAPTED TO THE FINEST WORK! Strongly Recommended Where Neatness, as Well as Artistic Effect, Is Desired. \$1234567890

12 Point

Per Font, \$30 net

WHAT CONSTITUTES ARTISTIC EFFECT?
This Question Often Puzzles the Printer and Unless He Has
the Proper Type Faces It Remains a Puzzle \$12345

10 Point

Per Font, \$30 net

NO LONGER NECESSARY TO WAIT FOR "SORTS"
With the Installation of a Universal Type-Maker Comes Independence and Freedom for the Long-suffering Printer. Plenty of Type at All Times for All Purposes. Truly, an Unusual Condition for the Printerman Not Possessing a Universal. ÆŒææ £\$1234567890

8 Point

Per Font, \$30 net

IT IS GOOD POLICY TO HAVE NEW TYPE IN YOUR CASES
But It Isn't Always Feasible When the Type Foundry Is Your Only Source of Supply
When Once You Have the Means for Procuring an Unlimited Supply in
Your Own Establishment, However, It Becomes an Easy Matter and Full Cases Are
the Rule Rather than the Exception ÆŒææt & \$1234567890

6 Point

Per Font, \$30 net

EARLY PRINTERS LABORED UNDER GREAT DISADVANTAGES IN PRINTING MAGAZINES

Type Was Scarce; Journeyman Printers Had a Dreadful Thirst, Which It Was Deemed Necessary to Acquire Along with
the Trade, the Satisfying of Which Made Their Attendance upon the Place of Their Labors More or
Less Uncertain. Money Was Also Scare, and Frequently the Printerman Had to be Content with Trading His Products
for Butter and Eggs or Face the Alternative of Being Paid Year After Next,—if Ever. \$2

42 Point

Per Font, \$30 net

## FAT PEOPLE Slow Runners 1234

36 Point

Per Font, \$30 net

THIN FOLKS, Attention! 123456789

30 Point

Per Font, \$30 net

FIRST FOOTRACE
Open to Forty Contestants

24 Point

Par Ford 820 ---

UNIVERSAL TYPE AI All of It, and Freely Accessible

20 Point

Per Font. \$30 net

CAST YOUR OWN LEADS
From 2 Pt. to 12 Pt. Body

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(16)

18 Point

Per Font, \$30 net

### TIME IS NEVER WASTED Picking Sorts When You Have Universal Type-Makers Handy & 12345

14 Poin

Per Font, \$30 net

#### MEETS ALL TRADE DEMANDS

A Boon to Time-Pressed Compositors Wherever Located and Surely Fills a Gap in the Average Printer's Equipment \$123456789

12 Point

Per Font, \$30 net

#### DOESN'T REQUIRE SKILLED OPERATOR

Any Average Printer Can Operate The Universal Satisfactorily Many Faces of Display and Body Type Quickly Produced by It Adds Profit to Printing. \$123,456,789.00

10 Point

Per Font, \$30 net

#### IT IS NO LONGER NECESSARY TO ORDER SORTS

When a Large Order Comes In. Install The Universal Type-Making Machine and Make the Necessary Extra Characters, at the Same Time Making Old Metal into New Type. It is Even Better Than "New Lamps for Old." Almost Like Finding Money. 123456790

8 Point

Per Font, \$30 net

#### ALL PRINTERS WHO CANNOT AFFORD COMPOSING MACHINES

Can Now Procure a Complete New Assortment of Type, for Job and Newspaper Work, in Large or Small Quantities by Simply Making Use of The Universal System. It Is a Pleasure to know That All the Type You Need Is Always Awailable Through the Medium of This Wonderful Invention, by Installing This Machine. 1912

6 Point

Per Font, \$30 net

IT VERY OFTEN OCCURS THAT A FEW MORE TYPE CHARACTERS ARE NEEDED

Then the Compositor Must of Necessity Waste Precious Moments in Hunting for Them in Various Tied-Up, Live-Jobs. Frequently Happens When the Loss of Time Can Be Least Afforded and the Condition Is All the More Aggravated Because of This Fact. Why Labor Under These Distressing Conditions When a Remedy is at Hand? The Universal Type-Maker Removes These Worries and Provides Unlimited Supplies of New Type for Instant Use. Its Installation Means Economy and Greater Profits. Provide for It at Once. If \$\$ \mathcal{T} \mathcal{E} \mathcal{E} \alpha \alpha (?!'-:;, 190763)



48 Point

Per Font, \$30 net

# PRINTER Requires Best

42 Point

Per Font, \$30 net

### MATERIAL For Good Work

36 Point

Per Font, \$30 net

### CHARACTER Of Product Shown

30 Point

Per Font, \$30 net

#### EDUCATIONAL Campaign Conducted

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



24 Point

Per Font. \$30 net

### TYPE NEEDS FILLED The Universal Type-Maker

18 Point

Per Font, \$30 net

### SPLENDID TYPE SERIES All Manner of High-Class Printing

14 Point

Per Font, \$30 ne

SAVES ELECTROTYPING BILLS Not Necessary to Make Plates to Save Type

12 Point

Per Font, \$30 net

UNIVERSAL MACHINE INDISPENSABLE
Don't Consider the Cost of Extra Type in Estimating

10 Point

Per Font, \$30 net

SMALLEST LEAKS OFTEN CAUSE FAILURE
Time is Lost Picking Sorts and Hunting Quads and Spaces

8 Point

Per Font, \$30 net

HEREIN IS THE REMEDY FOR SUCH CONDITIONS
The Universal Overcomes All Such Difficulties and Turns Loss Into Profit

6 Point

Per Font, \$30 net

THIS SERIES IS ONE OF THE MOST POPULAR AND USEFUL
It "Fits" in Almost All Styles of Work, and No Shop Can Well Afford to be Without It

24 Point

Per Font, \$30 net

### ECONOMICAL DEVICE Its Product is of the Best Quality Universal Type-Maker 987

18 Point

Per Font, \$30 net

#### RELIEF TO COMPOSITOR

Any Quantity of Good Sorts Always on Hand Products Will Never Fail to Please

14 Point

Per Font, \$30 net

UNLIMITED AMOUNT OF MATERIAL Saves Time and Labor, and Greatly Reduces Expenses Universal Type-Maker the Greatest \$87654321

12 Point

Per Font, \$30 net

TYPE MADE BY THE UNIVERSAL MACHINE Equal to the Foundry Product. Accuracy Assured. It Can Be Relied Upon to Give Complete Satisfaction \$123456789

10 Point

Per Font. \$30 net

UNIVERSAL TYPE-MAKER ACCOMPLISHING RESULTS

Produces Standard Body and Job Type. Facilities that Are Economical

The Most Practical Device for the Printer Ever Introduced

Universal Type-Maker Product Will be Appreciated \$6853412

8 Point

Per Font, \$35 net

OVERCOMES MANY DIFFICULTIES AND IS A GREAT HELP
To the Printer. He Can Cast Sorts with Ease. It is Proving Beneficial in Many Ways, and
Has Made a Firm Place for Itself in the Printing World
Without the Universal No Printshop Can Claim to be Up-to-the-Minute

6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER IS OF GREAT BENEFIT TO PUBLISHERS

Any Amount of Materials Easily and Readily Produced. Simple in Construction and Unique in Design. Product Has

a Finished Effect Which Cannot be Excelled by That of any Foundry

The Needs of the Printer Have Been Paramount in the Construction of the Universal

20 Point

Per Font, \$30 net

# PRODUCES TYPE OF PERFECTION Universal Type-Maker Proves Economical Gaining Popularity Every Day Printers Are Confident Of Its \$12,345

18 Point

Per Font, \$30 net

PROVING ITS WORTH TO PRINTERS
The Type-Maker May be Operated Profitably
Those Thoughts of Other Days
The Old Homestead Plays \$1,234,567,890

14 Point

Per Font, \$30 net

ITS ADJUSTMENTS ARE VERY SIMPLE
Affords the Means of Having Popular Type Styles
Accuracy and Durability Unparalled
Economy in Being Your Own Founder \$1

12 Point

Per Font, \$30 net

ADVERTISING MATERIAL IN ABUNDANCE
Publishers Will Find This Machine to be Most Profitable
Any Amount of Accurate Type on Hand
Universal Type-Maker is Meeting with Approval
Makes Type of Quality and 9,876,543.50

10 Point

Per Font, \$30 net

GOOD QUALITY OF TYPE ADVERTISES BUSINESS
There is No Necessity of Ordering Sorts from the Type Foundry
When You Can Cast the Same with Convenience
The Universal Type-Maker Accomplishes Great Results
Good Qualities Are Appreciated \$6,789



48 Point

Per Font, \$30 net

### SORT CASES Not Necessary Now

42 Point

Per Font, \$30 net

# COMPOSITORS Have Type to Burn

36 Point

Per Font, \$30 net

## USEFUL SERIES In Any Printing-Office

30 Point

Per Font, \$30 net

### TRADE FORECAST Best Offices Use The Universal

24 Point

Per Font, \$30 net

### DIVIDENDS ALLOWED The Greatest Success of Its Kind

18 Point

Per Font, \$30 net

### PYGMIES ARE PYGMIES Still, Though Perched on Alps; and Pyramids \$1234567890&&ctsffffffffff[]()

14 Point

Per Font, \$30 net

#### ARE PYRAMIDS IN VALES. EACH Man Makes His Own Stature, Builds Himself.—Young

12 Point

Per Font, \$30 net

FAIR LAUGHS THE MORN, AND SOFT
The Zephyr Blows, While Proudly Riding O'er the Azure Realm,
In Gallant Trim the Gilded Vessel Goes

10 Point

Per Font, \$30 nei

"WORDS ARE THINGS, AND A SMALL DROP OF INK Falling, Like Dew, Upon a Thought, Produces That Which Makes Thousands, Perhaps Millions, Think." These Words Are to Make Printers Think

8 Point

Per Font, \$30 net

THE FIRST PRINTER HAD MANY TROUBLES OF HIS OWN
When Faustus had printed, in 1460, a number of copies of the Bible, he undertook the sale of them
in Paris, where printing was then unknown. As he sold copies for 60 crowns,

6 Point

Per Font, \$30 net

WHILE THE SCRIBES DEMANDED 500 FOR THEIR MANUSCRIPTS, HE created universal astonishment; but when he produced copies as fast as they were wanted, and lowered the price to 30 crowns, all Paris was agitated and condemned him for witchcraft

48 Point

Per Font, \$30 net

# IGNORANCE Hard to Overcome

42 Point

Per Font, \$30 net

# OLD GAMES Shuffle-Board, Cards

36 Point

Per Font, \$30 net

# DESTRUCTIVE Characters of Dynamite Annihilates Everything Confusion of 123

30 Point

Per Font, \$30 net

# HANDSOME FACE Harmonizes Perfectly With Upright Forms Graceful Artistic Type Always in Demand

24 Point

Per Font, \$30 net

# EDUCATED FARMERS Scientific Farming is the Rule Instead of Happy-go-Lucky Methods Formerly Employed by Those Who Till the Soil

18 Point

Per Font. \$30 net

GOOD PROGRESSIVE IDEAS
Rapidly Forging to the Front in the Early
Years of the Twentieth Century
Pull-backs no Longer Have a Place in the
Scheme of Goaheadness \$123



48 Point

Per Font, \$30 net

# FINE LETTER Effective Display

42 Point

Per Font, \$30 net

# GREAT PROFIT Type-Maker Saves

36 Point

Per Font, \$30 net

## UNIVERSAL IS AN Economical Equipment

30 Point

Per Font, \$30 net

BRINGS PROSPERITY
The Universal Type-Maker

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

(25a)

24 Point

Per Font, \$30 net

### WRITE THE UNIVERSAL Type-Making Machine Company

18 Point

Per Font, \$30 net

UNLIMITED SUPPLY OF TYPE
Is Possible with a Universal Type-Maker

14 Point

Per Font. \$30 net

UNIVERSAL TYPE-MAKER IS ONE of the many Necessities of Every Up-to-date Printshop

12 Point

Per Font. \$30 net

INDISPENSABLE TO EVERY PRINTSHOP is the Universal Type-Making Machine. Full Cases Make Work Easy, and Easy Work Makes a Smiling Pocket-Book

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKING MACHINE COMPANY

Has a Money- and Labor-Saving Plan for All Progressive Printers

Send for Particulars. They are Interesting and Illuminating

8 Paint

Per Font, \$30 net

UNIVERSAL TYPE-MAKER ALWAYS READY TO SUPPLY THE SORTS

That Are Needed to Push the Work Along and Insure Prompt Delivery of All Jobs

Every Printer Knows What an Advantage it is to Keep Customers Cheerful

48 Point

Per Font, \$30 net

# NORTHERN Limits Reached

42 Point

Per Font, \$30 net

# UNIVERSAL Makes Labor Joy

36 Point

Per Font, \$30 net

IT MAKES TONS
Of Good, New Type

30 Point

Per Font, \$30 net

ART OF PRINTING
It Will Meet the Demand

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



24 Point

Per Font, \$30 net

### CONVENIENT MACHINE Will Cast Any Style of Type

18 Point

Per Font, \$30 net

### PICKING SORTS IS A MENACE To Any Printing Shop, Large or Small

14 Point

Per Font, \$30 net

#### MODERN METHODS ARE DEMANDED New Styles Are Always Popular With Printers

12 Point

Per Font, \$30 net

#### MODERN MUSIC IS CAREFULLY SELECTED

And Is Always Appreciated by the Music-loving Public Many Tuneful Light Operas Holding Their Own

10 Point

Per Font, \$30 net

### AMBITION, BRAINS AND COURAGE ARE THE A B C Of Success in the Printing Business, as Well as in All Others Good Opportunities to Demonstrate This Are Numerous

8 Point

Per Font, \$30 net

DESPITE THE INVENTION AND INVASION OF LINE-CASTING

And Type-setting Machinery to Meet the Demand of the Printer and Publisher
They Are Compelled to Carry an Incredible Quantity of Movable Type

6 Point

Per Font, \$30 net

PRINTERS CAN EASILY PROCURE A COMPLETE NEW TYPE ASSORTMENT
With the Universal Type-Maker They Can Cast All the Type Needed Without Inconvenience
Up-to-the-Minute Advertising Material Can Readily Be Produced By This Machine



48 Point

Per Font, \$30 net

# STRENGTH Shown by Type

42 Point

Per Font, \$30 net

## OPTIMISTIC Printers Succeed

36 Point

Per Font, \$30 net

### CLEVER MEN Receive the Reward

30 Point

Per Font, \$30 net

MODERN ACTORS
Are Footlight Favorites

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

24 Point

Per Font, \$30 net

### DERIVING BENEFITS From Universal Type - Maker

18 Point

Per Font, \$30 net

### PROSPECTS IMPROVING Clearing the Way for Great Success

14 Point

Per Font, \$30 net

INVENTION PROVES SUCCESSFUL
Overcoming All Obstacles and Gaining Laurels

12 Point

Per Font, \$30 net

MOST ECONOMICAL MACHINE IN USE

More Type in Less Time Than By Any Other Machine
Always Ready to Make Type That Will Attract

10 Point

Per Font, \$30 net

ENABLES PRINTERS TO EXECUTE FINE WORK
The Universal Type-Maker Affords Numerous Opportunities
Greatly Benefits the Printing Trade in Every Way

8 Point

Per Font, \$30 net

ANY AMOUNT OF ACCURATE MATERIAL INSTANTLY MADE

Progressive Printers Realize the Usefulness of Universal Type-Making Machine

New Type Will Make Great Improvement in Product of Printers

6 Point

Per Font, \$30 net

THE UNIVERSAL WILL MAKE TYPE THAT WILL PROVE SATISFACTORY

The Up-to-Date Printer Realizes the Advantages of an Unlimited Supply of First-class Type

No Picking for Sorts, No Waiting on the Foundry, and Life One Glad, Sweet Song



48 Point

Per Font, \$30 net

# EFFECTIVENESS Plainly Demonstrated \$8

42 Point

Per Font, \$30 ne

## HANDSOMEST TYPE A Splendid Face for Headings

36 Point

Per Font, \$30 net

### PRACTICAL UTILITY In Products of the Universal 321

30 Point

Per Font, \$30 net

### MODERNIZED PRINTSHOPS Demand Installation of Universal Machine

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

24 Point

Per Font, \$30 net

### UNIVERSAL'S MECHANICAL TRIUMPHS Amply demonstrated by its unique performances Thoroughly Practical and Efficient

18 Point

Per Font, \$30 net

THE UNIVERSAL IS A PRONOUNCED SUCCESS

This has been clearly demonstrated by its wonderful popularity
It Has Caused a Revolution in Printing \$1234567

14 Point

Per Font, \$30 net

THE MANY ADVANTAGES OF HAVING A TYPE-FOUNDRY
In the printshop are becoming evident, even to the most unprogressive printer
It is Very Convenient to Have an Inexhaustible Supply \$1234

12 Point

Per Font, \$30 net

GREAT CONVENIENCE AND ECONOMY OF UNIVERSAL TYPE-MAKER

Are two of the most potent factors in the proper management of the modern printshop

Entirely too Much Lost Motion in Hunting Sorts and Fixing Picked Forms

10 Point

Per Font, \$30 net

THE PRINTER WHO INSTALLS A UNIVERSAL TYPE-MAKER HAS AN ADVANTAGE

Over his competitors not to be measured alone in dollars and cents. Comfort and ease in working

Valuable Conditions and Many More Economic Features Can be Had \$1234567890

8 Point

Per Font, \$30 net

ONE OF THE MOST IMPORTANT NECESSITIES OF THE PRINTER IS A GOOD STYLE

Of condensed type. It must be clean-cut, plain and easily readible, no matter how much is crowded into a small space.

This face amply fills all requirements, and will be found a most practical one to use in many forms of

Advertising and Other Printed Matter. It Is Remarkable For Its Legibility \$1234567890

6 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER HAS BEEN ACCORDED A MOST ENTHUSIASTIC RECEPTION

It has been met with more general and satisfactory approval than any machine ever invented for the comfort and convenience of the printer.

It has made good in every particular. This can easily be demonstrated by asking a few questions of those lucky
Printers Who Use the Universal. Their Answers Will Soon Prove That We Are Right \$1234567890

36 Point

Per Font, \$30 net

### LOST CAUSE Energetic Printers Saves Labor 85

30 Point

Per Font, \$30 net

KEEPING AHEAD
Will Advance the Trade
Universal Type 678

24 Point

Per Font, \$30 net

TRADE DEMANDS
Best Material Obtainable
Type of Quality \$8,430

20 Point

Per Font, \$30 net

RELIEF FOR PRINTER
His Bank Account Increasing
Universal Type-Maker is \$9

18 Point

Per Font. \$30 net

REAL MONEY IN HELL-BOX
The Universal Type-Maker converts the
contents into new available type that
will prove to be satisfactory \$123

14 Point

Per Font, \$30 net

YOUR COMPOSITORS CHARGE THE Same for the time they spend picking sorts as for the time they spend in setting up type. You can avoid this loss by operating the Universal

12 Point

Per Font, \$30 met

THE PROSPEROUS, HAPPY PRINTER

Has made his success by the use of the Universal TypeMaker. The product of this wonderful machine is noted
for accuracy and durability \$1234567890

10 Point

Per Font, \$30 net

ACHIEVING MOST ASTONISHING SUCCESS

The Universal Type-Maker has met with the greatest success in supplying the printers with the necessary requisites for the progress of their business. It makes the work easy for the compositor by furnishing the required sorts without any trouble

8 Point

Per Font, \$30 net

IT IS HANDY TO HAVE NEW TYPE FOR EACH JOB

The printer who is using the Universal Type-Maker has the advantage of producing new type whenever it is needed without experiencing the inconvenience that often happens when ordering from the foundry. Make your type and your type will make you. Recast all the old worn-out type and have plenty of new

6 Point

Per Font, \$30 net

A FOUNDRY IN YOUR SHOP IS WORTH TWO IN THE NEXT BLOCK especially when sorts are needed and needed in a rush, as they generally are. The type-founders will promise quick delivery, but can they make it? They cannot fill the order inside of several days, while with a Universal Type-Maker you can cast the sorts in a few minutes out of stuff taken from the hell-box at a cost of about 10 cents per pound, while the foundry's charge for sorts would be 50 cents to \$1.25 per pound. Convincing facts \$987654321

36 Point

Per Font, \$30 net

### Southern Progress Natives in hostile garb Luray Caves Foreign relations \$9

30 Point

Per Font, \$30 net

Monarchial Government King's possessions protected Westminster Abbey Tombs of famous men

24 Point

Per Font. \$30 net

British House of Parliament Debating on subjects of interest Thirteen Original States Disproved Superstitious Ideas

18 Point

Per Font, \$30 net

Upholding American Constitution Considering Important National Problems Balmy Isles of Pacific Ocean Great Revenue Secured Thereby

14 Point

Per Font, \$30 net

The Wonderful Universal Type-Maker Will be Most Beneficial to the Printer in Every Way All Publishers Finding it a Necessity Famous for its Accuracy and Durable Qualities The Most Useful Machine \$1234

12 Point

Per Font, \$30 net

This Machine Produces Latest Type Styles
Cast your own type and you will find it a great convenience
Good quality of type improves printing
Enables printer always to have the best material
The Universal Type-Maker \$123

10 Point

Per Font, \$30 net

This Wonderful Device Possesses Many Pleasing Features
You can always depend upon the accuracy and durability of its products
Difficulties Overcome by The Universal Type-Maker
Prevents many delays that often occur when you buy your sorts
It is, Without a Doubt, the Best \$1234567890

8 Point

Per Font, \$30 net

This Machine Sives More Effective Results Than Other Type-casting Devices Practising the most economical methods you will be able largely to increase your bank account Install the Universal Type-Maker and you will never regret the benture It is proving to be the most economical addition to all the up-to-date printing-offices Advertising material readily produced by this machine \$1234567

36 Point

Per Font, \$30 net

# AUTOMANIACS Crazy for More Speed High Gear Only Burning Gasolene 37

30 Point

Per Font, \$30 net

GOOD PRINTERS
Not Happy till They Get It
There is Pleasure
In Doing their Work 24

24 Point

Per Font. \$30 net

THE PANAMA CANAL
Will Soon be Open to the World
Rushing to Completion
San Francisco Exposition '15

18 Point

Per Font, \$30 net

LEADING STRENUOUS LIFE
He Who Would Make Money These Days
Must be on the Job all the Time
The Universal Stops Many Little Leaks

14 Point

Per Font, \$30 net

MANNERS ADORN KNOWLEDGE And Smooth its Way Through the World. Like a Great Rough Diamond, it May Do Very Well in a Closet by Way of Curiosity, \$9876

12 Point

Per Font, \$30 net

USED ALL OVER THE UNITED STATES
Progressive Printers in Every Community are Installing the
Universal Type-Maker. It has Become a Necessity
In Every Modern Printshop. The Fact that a Printshop
Has a Universal Stamps it as Modern

10 Point

Per Font, \$30 net

THE UNIVERSAL OCCUPIES LITTLE SPACE
It Will Fit into Any Odd Corner and Does Not Require Alterations in the Shop to Accommodate It. This is but One of its
Many Advantages. The Others are Manifold and Obvious, and
It Will Make Good Most Convincingly \$12345

8 Point

Per Font, \$30 net

THE INVENTORS AND DESIGNERS OF THE UNIVERSAL

Have a Thorough Knowledge of the Art of Type-founding and the Requirements of
Modern Printing-offices, both Great and Small. This Knowledge

Becomes Yours When You Install The Universal. There are Many Things

Essential to Modern Equipment, and This is Most Vital

36 Point

Per Font, \$30 net

# GREAT DEMAND for Work-Loving Boys. An Opportunity \$1234

30 Point

Per Font, \$30 net

# UNIVERSAL FACES Big Aids in Maintaining a Constant Standard of Excellence \$1234567890

24 Point

Per Font, \$30 net

COMPETITORS FORCE

Price of Doughnuts Down to 5c.

Panic Averted; Vicious

Intentions Uncobered \$123456789

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

18 Point

Per Font, \$30 net

A BRIGHT LAD CAN OPERATE
This Machine Without Preliminary Training,
Provided Our Instruction Book is Assiduously
Studied and the Details Mastered
One Depends upon the Other. \$1234567890

12 Point

Per Font, \$30 net

MACHINE IS PERFECT IN CONSTRUCTION

Many Faborable Comments on the Mechanical Excellence of the Universal Type-Making Machine. Keen-eyed Experts Use the X-Rays to Hunt Flaws but Their Zeal Meets with Dismal Failure. Quick to See Their Errors, They Gladly Laud the Peer of Type-makers. & £ \$1,234,567,890

10 Point

Per Font, \$30 net

WHEN A BUSY PRINTER FINDS HIS CASES LOW
He Is Fortunate if He Possesses a Universal Type-Making Machine to
Enable Him to Immediately Replenish the Supply. Waiting, for Days
at a Time, for Necessary Sorts to Come from a
Type Foundry, Frequently Means Lost Jobs in Addition to Lost Time.
The Universal Makes Possible the Production of Special Characters and
Sorts in Unlimited Quantity. Selah. & £ \$1,234,567,890

8 Point

Per Font, \$30 net

SUCCESSFUL PRINTING OFFICES DECLARE LARGE DIVIDENDS
That, at Least, is the Popular Belief. One of the Great Factors in the Achievement
of This Success Is the Prompt Supplying of Necessary Material for Hurry-Up Work.
The Universal Type-Maker Is an Important Element of This Factor. Its Installation
Assures a Never-failing Supply of NEW Material, Always
Jobs That Run Heavily on Particular Characters Have no Terrors for the Printshop
Possessing This Versatile Machine. Invaluable to Newspaper and Job Offices Alike.

Up-to-Date Faces Always Abailable; also Old Standards. \$1234567890

36 Point

Per Font, \$30 net

# EASY TO OPERATE Universal Type-Maker Earns No Special Skill Needed

30 Point

Per Font, \$30 net

QUALITY CONSIDERED
Higher Ideals Are Strengthened
Most Valuable Series
Modern Printing Material

24 Point

Per Font. \$30 net

THE TRAMP PRINTER'S TRIP
Thrilling All-night Ride on the Trucks
Bumping the Bumps Awful
Never no More, Not for \$12345690

18 Point

Per Font, \$30 net

POETRY, MUSIC, SOUL'S DELIGHT
Cheerful, Critical Customers Constantly Charmed
Most Harmonious Results Obtained
Craftsmen Consider Condensed Complete

14 Point

Per Font, \$30 net

HOW TO MAKE MONEY RUNNING AN EGG-FARM
Teach Your Chickens to Lay Eggs When They Are Selling at
Sixty Cents a Dozen and to Rest When They Bring
Only Twelve. Roosting High Will Elevate Their Minds

12 Point

Per Font, \$30 net

DIVINE IN HOOKAHS, GLORIOUS IN A PIPE
When Tipped With Amber, Mellow, Rich and Ripe; Like Other Charmers,
Wooing the Caress; More Dazzling When Daring in Full
Dress; Yet Thy True Lovers More Admire by Far Thy Naked Beauties—
Give Me a Cigar!—Byron, The Island, canto ii

10 Point

Per Font, \$30 net

HE WROTE POEMS AND THEREBY RELIEVED HIS MIND
When a Man's Grief or Passion is at this Point, it May be Loud, but it is Not
Very Severe. When a Gentleman is Cudgeling His Brain to
Find Any Rhyme for Sorrow, Besides Borrow or Tomorrow, His Woes Are Nearer
At An End Than He Thinks.—Thackeray

8 Point

Per Font, \$30 net

TRUE EASE IN WRITING COMES FROM ART, NOT CHANCE, AS THOSE MOVE
Easiest Who Have Learned to Dance. 'Tis Not Enough No Harshness Gives Offense; the Sound Must
Seem an Echo to the Sense. Soft is the Strain When Zephyr Gently Blows; but When
Loud surges lash the sounding shore, the hoarse, rough verse should like the torrent roar. When Ajax
strives some rock's vast weight to throw, the line, too, labors, and the words move slow.—Pope.



36 Point

Per Font, \$30 net

### HEAVY TYPE Attractive 123456

30 Point

Per Font, \$30 net

DURABLE FACES
Useful for Bold Display
in Jobs £\$4567890

24 Point

Per Font. \$30 net

FRIEND TO PRINTERS
The Universal Type-Maker Is a
Live Wire. Zip! 12345678

18 Point

Per Font, \$30 net

A DAY'S WORK WELL DONE Merits Repose. Sleep on, Then, Macduff! Wake with the Early Bird 123456

12 Point

Per Font, \$30 net

THIS IS A GOOD SERIES OF BOLD TYPE
Splendid for Publicity Seekers. Advertisements Set in This
Type Justly Acquire Prominence £\$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

18 Point

Per Font, \$30 net

### THE GREAT WHITE WAY Steamships Will Sail the Lakes \$1234567890

12 Point

Per Font, \$30 net

GOOD PRINTERS HAVE GOOD IDEAS
And the Printers Co-operative Type Founders'
Company can help to carry out
These ideas if wanted. Get busy and find
Out. Ask the Company how it's done

10 Point

Per Font, \$30 net

WE ARE THE PEOPLE THAT WISH THE
Printing trade more profitable. Our plan is to have the
Co-operation of the printers, and
Those who co-operate with us will find that
It will inure to their benefit

8 Point

Per Font, \$30 net

OUR AMBITION IS TO GAIN A WORLD-WIDE REPUTATION

For accurate products and supply any quantity or style of type without any
Inconvenience, and afford opportunities which
The printer never had. With this point in view we are
Meeting with the greatest kind of success

6 Point

Per Font, \$30 net

WE HAVE VERY LITTLE DESIRE TO DESTROY

Business by any wonderful invention, whose greatest merits lie in the paper on which
They are printed, but propose to show that the present-day

Machines are, with a few exceptions, of the best construction for this class of
Work. With the simplified system of manufacturing and production

We can save the printer on the first cost of type and pay him a big dividend



36 Point

Per Font, \$30 net

### GRAND FACT An Artistic Effect Lost River Nearest Roads

30 Point

Per Font, \$30 net

MORE ORDERS
For Modern Printers
\$1234567890
Delays Now Avoided

24 Point

Per Font, \$30 net

ADVERTISEMENTS
Clean, Clear and Attractive
Most Perfect Type
Ready Instantly for Use

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(44)

18 Point

Per Font, \$30 net

## PRINTER IS INTERESTED Economical and Modern Methods Will Improve Printing Opportunities Are Plentiful

14 Point

Per Font, \$30 net

KEEP AN UNLIMITED AMOUNT OF Material on Hand and You Will Soon Save The Cost of the Universal Besides Adding to Your Efficiency

12 Point

Per Font, \$30 net

A GREAT IMPROVEMENT IN BUSINESS
Will Naturally Result from the Use of The Universal
"Plow Deep While Sluggards Sleep; and You Shall
Have Corn to Sell and to Keep"

10 Point

Per Font, \$30 net

"SOME MEN WASTE A THIRD OF LIFE LAMENTING
Their Luck, and Another Third in Getting Up Enough Energy to
Try to Mend Their Luck." Your Success Will Not Be a Question
of Luck if You Are Wise and Buy a Universal

8 Point

Per Font, \$30 net

"THERE ARE TWO SORTS OF PEOPLE IN THE WORLD WHO With equal Degrees of Health & Wealth, and the other Comforts of Life, become, the one happy, and the other miserable. This arises very much from the different VIEWS in which they consider things"

6 Point

Per Font, \$30 net

"IN WHATEVER SITUATION MEN CAN BE PLAC'D, THEY MAY FIND Conveniences and Inconveniences; In whatever Company, they may find Persons and Conversations more or less pleasing; At whatever Table, they may meet with Meat & Drinks of better and worse Taste; In whatever Climate, they will find good and bad Weather"

36 Point

Per Font, \$30 net

# CRESCENTS Neat Sloping Type Handsome 1024 Fine for Display

30 Point

Per Font, \$30 net

DESERT OASES
Weary Traveler's Joy
Lives Renewed
Waving Palms, Water

24 Point

Per Font, \$30 net

DOMINATING IDEAS Economy, Speed, Comfort \$1234567890 Universal Type=Maker

18 Point

Per Font, \$30 net

## PERFECT ITALIC TYPE Adds to an Artistic Printer's Work Universal Type=Maker Lightens Printers' Burdens

14 Point

Per Font, \$30 net

TRADE DEMANDS UNIQUE FACES
Some Styles Always Popular With the Craft
Beautiful and Graceful Type
Lends Itself to All Sorts of Display

12 Point

Per Font. \$30 net

CAREFULLY SELECTED NEW MATERIAL
Will Be Appreciated by Those Whose Work You Do
Persons Who Buy Printing Are Choicy
Universal Meets Demands of the Most Captious

10 Point

Per Font, \$30 net

TO TRAIN CITIZENS IS NOT THE WORK OF A DAY Immigration One of the Serious Problems Confronting this Country What Shall Be Done With the Hordes Coming Over This Country Now a Vast Melting-Pot for Remolding Humanity

8 Point

Per Font, \$30 net

CHEERFULNESS KEEPS A KIND OF DAYLIGHT IN THE MIND Nothing Will Conduce so Much to a Printer's Cheerfulness as Feeling that He is Prepared for All Emergencies Arising in His Shop The Universal is the Machine Which Will Give This Feeling

6 Point

Per Font, \$30 net

THE LANGUAGE OF THE UNKNOWN IS OFTEN TAKEN FOR THE MAGNIFICENT
But There is No Reason for the Use of this Brand of Language in Speaking of The Universal
Simple, Direct Language is the Most Convincing Argument Possible
In Fact, the Many Deeds of The Universal Speak Louder than Words Ever Did or Will

36 Point

Per Font, \$30 net

# ADVERTISEMENTS Very Unique Attraction Deep Pacific Ocean

30 Point

Per Font, \$30 net

# SKILFUL MECHANICS Produce Extreme Efficiency Demonstrate Economy

24 Point

Per Font. \$30 net

TIME, MONEY AND SPACE Valuable Things in All Printshops Saved by The Universal

18 Point

Per Font, \$30 net

QUEEN LUNA SAILS THE CLOUDS
Among, Now Lost, Now Seen in Brightness
Her Train of Stars Their Silent Song
Are Singing, Clad in Whiteness

14 Point

Per Font, \$30 net

THERE WAS A SOUND OF REVELRY BY
Night, and Belgium's Capital had Gathered Then Her
Beauty and Her Chivalry, and Bright
The Lamps Shone o'er Fair Women and Brave Men
\$1234567890&£ÆŒæœ

12 Point

Per Font, \$30 net

NOTHING CAN COVER HIS HIGH FAME BUT HEAVEN
No Pyramids Set Off His Memories, but the Eternal Substance of His
Greatness to Which I Leave Him.—Beaumont
Better than Fame is Still the Wish for Fame. The Glorious
Training for a Glorious Strife.—Lytton

10 Point

Per Font, \$30 net

"SPEECH IS LIKE CLOTH OF ARRAS, OPENED AND PUT ABROAD,
Whereby the Imagery doth Appear in Figure; Whereas in Thoughts they lie as but in Packs."
So Spake Old Plutarch in Writing of the Life of Themistocles
"Where Nature's End of Language is Declined, and Men Talk Only to Conceal the Mind"
There is Nothing Either Good or Bad, but Thinking Makes It So

8 Point

Per Font, \$30 net

"SEE, WHAT A GRACE WAS SEATED ON THIS BROW; HYPERION'S
Curls; the Front of Jove Himself; an Eye Like Mars, to Threaten and Command; a Station
Like the Herald Mercury, New-lighted on a Heaven-kissing Hill; a
Combination, and a Form, Indeed, Where Every God did Seem to Set His Seal,
To Give the World Assurance of a Man."—Shakespeare

6 Point

Per Font, \$30 net

"GREATNESS AND GOODNESS ARE NOT MEANS, BUT ENDS. HATH HE NOT ALWAYS TREASURES
Always Friends, the Good Great Man? Three Treasures, Love and Light and Calm Thoughts, Regular as Infant's
Breath; and Three Firm Friends, More Sure than Day and Night, Himself,
His Maker, and the Angel Death."—Coleridge

"Life's But a Means Unto an End, that End, Beginning, Mean, and End to All Things, God."—Bailey



36 Point

Per Font, \$30 net

### OLD TYPE MADE OVER Many Desirable Modern Faces

30 Point

Per Font, \$30 ne

## THE PROGRESSIVE PRINTER Readily Perceives Its Usefulness \$579

24 Point

Per Font, \$30 net

## UNIVERSAL TYPE-MAKER PRODUCES Type Accurate and Durable in Quality \$98765

18 Point

Per Font. \$30 net

IN INSTALLING A PLANT THE PRINTER WILL Save Greatly by Putting in a Universal Type-Maker Instead of Buying Type, Borders, Etc. \$1234567890

14 Point

Per Font, \$30 net

THE CONVENIENCES OF BEING YOUR OWN FOUNDER ARE
Of Greater Importance Than the Direct Saving in the Cost of Type, Just
as the Convenience and Means of Setting \$12345678

12 Point

Per Font, \$30 net

THIS SERIES OF EXTRA-CONDENSED TYPE IS INDISPENSABLE BOTH
In Newspaper and Job Offices. It is Especially Useful for Headings, Either Single
or Double Columns, and for General Advertising Purposes



24 Point

Per Font. \$30 net

# ART DECLINES Battered Type Hurts Lose Trade \$56

18 Point

Per Font, \$30 net

THERE'S THE RUB!
Melancholy Hamlet Cries
Sad Soliloquy \$37.10

14 Point

Per Font, \$30 net

READY=MONEY RYDER
The Lion and the Mouse \$25
Shirley Rossmore Wins

12 Point

Per Font, \$30 net

IT WILL HELP THE PRINTER
Turning Old Type Into New Gives His
Product a Clean, Fresh Look

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER IS SO Organized that No Adjustments Require Skilled Manipulation. Very Simple Indeed \$5646

8 Point

Per Font, \$30 net

THERE ARE THOUSANDS OF PRINTERS IN This Country Who Have More or Less Old Type That Has Long Since Become Worn Out \$12345678

6 Point

Per Font, \$30 net

AN EXTENDED LETTER IS A VERY CONVENIENT ONE For Certain Kinds of Display, Both in Advertisements and Job Work. It is Growing More Popular Every Day \$12345678

48 Point

Per Font, \$30 net

## ATTRACT Advertisers

42 Point

Per Font, \$30 net

### UNIVERSAL Trouble-Saver

36 Point

Per Font. \$30 net

### CLEAR TITLE To Good Business

30 Point

Per Font, \$30 net

## EFFICIENT WORK The Universal Feature

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

24 Point

Per Font, \$30 net

## ECONOMY A FEATURE Of Universal Self-Evident

18 Point

Per Font, \$30 net

### RECEIVING BEST RETURNS Produced by Universal Machine

14 Point

Per Font, \$30 net

### ITS CONSTRUCTION VERY SIMPLE Makes Material that is Ever Satisfactory

12 Point

Per Font, \$30 net

CASTING YOUR SORTS TO PERFECTION

Amazing to Know How Easily It Is Operated
Universal Machine Produces Perfect Type

10 Point

Per Font, \$30 net

THE KEYSTONE OF SUCCESS IS EFFICIENCY
The Universal Type-Maker Is the Highest Development
of Efficiency in Every Up-to-Date Printshop

8 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER WILL SUPPLY PRINTERS
With Facilities for Making Unlimited Quantities of Type, Borders,
Ornaments, etc. Full Cases Make Type-setting Easy

6 Point

Per Font, \$30 net

ECONOMICAL METHODS MAKE THE PRINTER MORE PROSPEROUS
The Universal Type-Maker Affords Opportunity for the Development of New Ideas
Defaced, Worn-out Type Easily Turned Into Very Profitable Material



48 Point

Per Font, \$30 net

## SOCIALISTIC Theories \$123,456

42 Point

Per Font, \$30 net

# UNIVERSALISTS Printers Will Make \$

36 Point

Per Font, \$30 net

### PROBLEM NOT HARD Solved by the Universal

30 Point

Per Font, \$30 net

NEW TYPE FOR EACH JOB Cases full of Quads and Spaces

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(54)

24 Point

Per Font. \$30 net

#### A TYPE-FOUNDRY IN THE SHOP Is better than two in the next block

18 Point

Per Font, \$30 net

#### PROGRESSIVE PRINTERS DEMAND BEST Good points of Universal type stand out clearly and demonstrate its great value

14 Point

Per Font, \$30 net

UNIVERSAL TYPE HAS PERFECT ALIGNMENT
Only one of the many pleasing features of this material
There is quality and accuracy in every detail

12 Point

Per Font, \$30 net

ADVERTISERS PLEASED AND WARMLY RECOMMEND IT

Many different series of desirable new display type offered for each

The Universal makes material that will satisfy printers

10 Point

Per Font, \$30 net

THE SECRET OF SUCCESS IS CONSTANCY OF PURPOSE

The Universal meets standards of foundry accuracy and produces material abundantly. It is a necessity in every modern printing-office.

Makes accurate type of any face that is required

8 Point

Per Font, \$30 net

DRYDEN IS READ WITH ASTONISHMENT; POPE WITH PERPETUAL DELIGHT
A manufacturer of shoes has but an academic interest in the piano industry, but both the shoemaker and the piano man are vitally interested in the printing art. So it is with every other branch of industry and art. He who called printing the "Art Preservative" was wise, and saw visions of how everything would be dependent upon printing





24 Point

Per Font, \$30 net

#### STRONG MEN Contest for Fame

18 Point

Per Font, \$30 net

#### HUSTLE & PUSH Progressive Printers

14 Point

Per Font, \$30 net

### **EXTENDED LETTERS**For Certain Kinds of Display

12 Point

Per Font, \$30 net

#### NUMEROUS ADVANTAGES Accrue to Wide-awake Printers

10 Point

Per Font. \$30 net

THE UNIVERSAL TYPE-MAKER Very Economical Feature for Printers

8 Point

Per Font, \$30 net

THOUSANDS OF PRINTERS EVERYWHERE Carrying a Dead Load of Useless, Worn-out Type

6 Point

Per Font, \$30 net

UNIVERSAL WILL CONVERT IT INTO NEW TYPE Increasing the Facilities of the Office in a Marked Degree

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



36 Point

Per Font, \$30 net

### LOUIS WILL Market \$1,234

30 Point

Per Font, \$30 net

### IT'S EGONOMY Progress 134567

24 Point

Per Font, \$30 net

#### YOU OWN METAL Make Type!—123,890

18 Point

Per Font. \$30 net

#### PRINTERS WILL DINE On Grabs and Godfish. 1234

12 Point

Per Font, \$30 net

GOLUMBUS DISGOVERED LAND But Had no Idea of the Importance of His Discovery \$1,234,567,890

10 Point

Per Font, \$30 net

LOWER PRICES FOR BUILDING LOTS Golumbus Was America's First Real Estate Dealer. Market Dull. \$1,234,560

8 Point

Per Font, \$30 net

NO FIFTY DOLLARS A FRONT FOOT IN HIS TIME What a Bonanza for a Man with a Perpetual Lease on Life A Fanciful Suggestion & \$4 \in \$1,234,567,890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



36 Point

Per Font, \$30 net

# HEARTS OF OAK Old-Style Statesmen Elevate Humanity Increase of Happiness

24 Point

Per Font, \$30 net

ENCOURAGING START
Helps To A Satisfactory End
"An Egg Today is Better
Than a Hen Tomorrow"

18 Point

Per Font, \$30 net

ALWAYS BUY THERMOMETERS
In Cold Weather—When They Are Down
Emerson says, "The Only Trustworthy
Weather Prognostic is that
AWarm Day is a Sign of Colder Weather"

14 Point

Per Font, \$30 net

DO NOT BE A TAIL-ENDER. SOME

Men are Always Just Far Enough Behind to See

Many Opportunities Go to Waste. One Must Keep

Well Toward the Head of the Line

Moral: Get at the Head. Install a Universal

12 Point

Per Font, \$30 net

VERY USEFUL MACHINE FOR PRINTERS
Is the Universal Type-Maker. With it They Can Make Unlimited Supplies of Type, Borders, Ornaments, Quads, etc.
Absolutely Independent of the Type-Foundry
What an Ideal Condition this is for Modern Offices

10 Point

Per Font, \$30 net

SOME PRINTERS MORE SUCCESSFUL THAN OTHERS

The Reason is Not Hard to Find. The Successful One is He Who Takes

Advantage of Everything Which Conduces to Better Output, Ease of Production and Up-to-Date Methods. The Universal Type-Maker

Is a Greater Factor in the Printer's Success than Any Other One Thing

8 Point

Per Font, \$30 net

THE COUNTRY NOW ENJOYS THE BENEFITS OF PARCEL POST
The Greatest Improvement Ever Made in the Postal Service of the United States
Combined With the Rural Free Delivery It Will Prove a Blessing to the Farmers
Impossible for the Express Companies to Compete With This Service
Concerted and Persistent Action by the Farmers Forced Congress to Pass the Law

6 Point

Per Font, \$30 net

THE ADVANTAGES OF THE UNIVERSAL TYPE-MAKER ARE SO MANY
That it is Impossible to Enumerate Them Here, no Matter How Hard We Try. The Most Convincing
Argument We Can Use is to Suggest the Installing a Machine in Your Shop. We Are Sure
that After a Trial You Would not Part with it for Many Times its Cost.
You Can Prove This by Getting Into Touch with Printers Who Use This Machine. They'll Show You



36 Point

Per Font, \$30 net

# PLATFORMS Fearlessly Considered Issues Discussed

30 Point

Per Font, \$30 net

# DISAPPOINTED Candidates Not Dismayed Hopeful of the Future

24 Point

Per Font. \$30 net

# EXTREMELY EASY To Operate This New Machine One of Its Features

18 Point

Per Font, \$30 net

CLEAR, CLEAN-CUT TYPE
Necessary in All Good Advertising Matter
Appeals to Those Who Know

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

14 Point

Per Font, \$30 net

MANY MEN OF MANY MINDS
All Are Needed in the World's Many Activities
Multiplicity of Ideas Necessary
No One Man Could Possibly Fill all Places

12 Point

Per Font, \$30 net

MODERN METHODS MEAN MONEY
The Universal Type-Maker is the Most Modern of Methods
Good Printshops Cannot Do Without
This Combination of Economy and Convenience

10 Point

Per Font, \$30 net

BEAUTY AND CHARM OF CLEAN-CUT TYPE
Is Exemplified in All the Products of the Universal Type-Making Machine
Adds a Touch of Refinement to All Printed Matter
This is What Appeals to the Discriminating Buyer of Printing

8 Point

Per Font, \$30 net

CLEAN-CUT MATRICES A FEATURE OF THE UNIVERSAL
We Remain Shackled With Timidity Till We Have Learned to Speak With Propriety
The Shackles are Completely Off When We Speak of the Universal
The Most Attractive Class of People are Those Who are Powerful Obliquely
And not by the Direct Stroke; Men of Genius, but Not Yet Accredited

6 Point

Per Font, \$30 net

JOB FACES ARE OFTEN USED AS BODY TYPE IN HIGH-GRADE WORK
Opportunities are Equal, but the Ability to Grasp, Appreciate, and Develop Them Varies With the Individual
Opportunity Knocks, But Only to Tell Us to Get Out and Hustle
Human Life is Made up of the Two Elements, Power and Form, and the Proportion must be
Invariably Kept, if We would have it Sweet and Sound

36 Point

Per Font, \$30 net

# BE SINCERE Spread Sunlight Philistines Don't Knock

30 Point

Per Font, \$30 net

TYPE-MAKING
Most Convenient to
The Printer
Plenty of Type \$10

24 Point

Per Font, \$30 net

EACH MACHINE
Is Fully Tested Before
Leaving factory
Universal Perfect 296

18 Point

Per Font, \$30 net

# MANY KNOWN FACTS You Leave Competitors Behind Universal Type-Maker Always in Advance 1234

14 Point

Per Font, \$30 net

PREVENTS MANY MISHAPS
Will Mean Larger Profits to the Printer
Reliable in every respect
The Universal Type-Maker 987

12 Point

Per Font. \$30 net

NEW METHODS BROUGHT TO LIGHT Old systems cast aside for up-to-date advantages Secure the material that gives results The Universal Type-Maker Satisfies All 4

10 Point

Per Font, \$30 net

SELECTING THE BEST MACHINE WILL BE Advantageous in many ways for producing business Universal Type-Maker the real thing It is the Most Profitable Machine in Use \$1234

8 Point

Per Font, \$30 net

NEVER WAS A MORE SIMPLE MACHINE PRODUCED
Than the ever-popular and always-reliable Universal Type-Maker
It overcomes obstacles in the composing-room
Printing Trade Advancing Since its Introduction \$123456

6 Point

Per Font, \$30 net

NO DISASTROUS AND TROUBLESOME DELAYS EXPERIENCED
The Universal Type-Maker is original in every particular, and has come to stay
Printers take advantage of a good thing when it is perceptible
It Will Save Time and Labor, and Will Avoid Many Inconveniences



36 Point

Per Font, \$30 net

# PROMINENCE Speedily Acquired and Sustained "\$1234567890"

30 Point

Per Font, \$30 net

A STRONG FACE
Distinctive and Valuable
Patrons of Printing
To Statesmen 3456789

24 Point

Per Font, \$30 net

THE COUNTRYSIDE
Noted for Its Scenic Beauty
The Ideal Rest-House
Come and See \$123456789



18 Point

Per Font, \$30 net

# LIVE IN GOD'S OUTDOORS As Much as Your Duties Will Permit It's Worth Fortunes to You Stop Pills and Tonics & & \$1234567890

14 Point

Per Font, \$30 net

GET THE UNIVERSAL HABIT NOW
What's the Use Putting It Off? Think of All
the Money, Time and Labor Saved!
£ & To The Dr. and the @ of w "\$1,234,567,890"

12 Point

Per Font, \$30 net

THE USE OF SPARE TIME QUALIFIES

Man for Higher Things, and the Right Use of Paid-for
Time Will Place a Man Farther Up the

Ladder of Success. Where Is Your Ambition, Friend?

Dr. To & and The the w of \$\mathbb{B}\$ 123456789

10 Point

Per Font, \$30 net

#### UNIVERSAL TYPE-MAKER IS SURE WINNER

Competitive Trials Demonstrate Paramount Excellence of This Machine, Proving, Furthermore, That It Is the Type-Maker to Be Depended Upon at Crucial Moments. Makes This Useful Series. Many More 123456

8 Point

Per Font, \$30 net

#### BEAUTY IS NOW AND ALWAYS A VALUABLE CITY ASSET

A City with Convenient Streets and Recreation Parks, with Refined, Dignified Buildings and Graceful Statuary, All Combined in One Harmonious Composition, Becomes a City Useful, Practical, Attractive and Healthful. A Consummation Worth Striving After

At the Same Time, Such a City Becomes a Great Financial Resource

36 Point

Per Font, \$30 net

### GOLD BOND Supplies Bread Save Time Will Please 7

30 Point

Per Font, \$30 net

NEW IDEALS
Advance of Trade
Ute Indians
More Restless 8

24 Point

Per Font, \$30 net

GOOD PRINTERS
Making Their Material
Costs Less Than
Old Methods \$960

18 Point

Per Font, \$30 net

# TIME IS NEVER LOST Casting sorts is simple work Universal Machine Ready Instantly For \$98

14 Point

Per Font, \$30 net

MEETS TRADE DEMANDS
Always popular with the printer
Makes perfect new type
Picking Sorts Never Pays \$76

12 Point

Per Font, \$30 net

NEVER RUN SHORT OF SORTS
Supplies you need are readily produced
The Universal Type-Maker
Avoids the Trouble of Ordering \$54

10 Point

Per Font, \$30 net

ITS PRODUCT IS VERY DESIRABLE
Is equal in every essential to foundry type
Will give satisfactory results
The Universal Type-Maker Makes Good

8 Point

Per Font, \$30 net

SIMPLE IN DESIGN AND CONSTRUCTION

Covers a new field of usefulness in the printing trade

The Universal Type-Maker Makes Good

Skilled Manipulation not Necessary \$1234567890

6 Point

Per Font, \$30 ne

WILL IMPROVE THE CONDITION OF YOUR WORK
Saves the printer heavy middle prices by producing the type
That is necessary to conduct his business
This Machine is Meeting with Universal Approval

36 Point

Per Font, \$30 net

# ROLLING STONE Brand-new Type Faces Making friends Sorts Always on 9

30 Point

Per Font, \$30 net

CAST YOUR SORTS
Always Have New Type for
Each Job Produced
Finished Work Clean

24 Point

Per Font, \$30 net

NEW DESIRED DESIGNS
Simply by Casting Sorts Needed
Will Prove Profitable
Universal Type-Maker 87

18 Point

Per Font, \$30 net

# ANY PRINTER USING ONE OF These machines will be in a position to Rapidly produce good work Will Supply any Quantity \$1234

14 Point

Per Font, \$30 net

IT OFTEN OCCURS THAT A FEW
Type characters are necessary to complete a job
The Universal Type-Maker Supplies
Just What is Wanted Without Delay \$1234567890

12 Point

Per Font, \$30 net

THE EXPENSE WHICH EVERY PUBLISHER
Constantly submits to, because of his inability to buy
Type to meet all conditions, is enormous
The Universal Type-Maker is Inexpensive \$1234567890

10 Point

Per Font, \$30 net

IT IS NECESSARY TO CARRY ON HAND AN ALMOST Incredible quantity of movable type. To give the printer the Means of doing this without much expense The Universal Type-Maker Has Been Provided \$1234567890

8 Point

Per Font, \$30 net

THE INCONVENIENCES THAT HAVE BEEN EXPERIENCED IN THE
Art of printing in the past have been overcome by the introduction of the
Universal Type-Maker. Always have new type and in
Such Quantities as May be Required for any Amount of Work 1234

6 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER WILL GIVE PRINTERS FACILITIES TO HAVE
Modern type faces constantly on hand at a nominal cost, and also furnish them the means
Of supplying themselves with the special characters that they require
Never Get Left at the Post. This Face is Useful for Advertisements \$1234567



36 Point

Per Font, \$30 net

# COMMANDS Quick Attention Secures Results Fine! 123456789

30 Point

Per Font, \$30 net

STURDY BOYS
Will Be Strong Men
Habits Tell Future
Watch \$1234567890

24 Point

Per Font, \$30 net

IS HANDICAPPED
This Must Be Said of a
Printer Not Having the
Universal \$1234567890

18 Point

Per Font, \$30 net

PUBLIC PARKS OPEN
Band Plays Rag-time and Boys
& Girls Turkey-trot. Matronly
Ladies Shocked \$1,234,567,890

14 Point

Per Font, \$30 net

ANIMALS RUN WILD IN ASIA
Shot from Ambush at Fearful Danger
to Human Life. Powder & Bullets Cost
More Than at Any Other Period Since
History Began # ?.,;:='! \$1234567890

12 Point

Per Font, \$30 net

SPLENDID OPPORTUNITIES GIVEN
Chance of a Lifetime for the Wide-Awake &
Progressive Printer. Universal Type-Makers
Eliminate the Sorts Problem and Forestall the
Gray Hairs and Wrinkles # Ø \$1,234,567,890

10 Point

Per Font, \$30 net

PRINTERS REALIZE ITS USEFULNESS
Which Possibly Accounts for Some of the Acclaim
with Which the Universal Type-Making Machine
Has Been Received. A Trial Will Convince Those
Who Incline to Skepticism. Are You a Doubting
Thomas or a Joyful Booster? Which? \$1234567890

8 Point

Per Font, \$30 net

THERE NEVER WAS A TYPE FONT PURCHASED That Didn't Need, Sooner or Later, Some Additions in the Form of Sorts. To Get Away from the Inconvenience and Loss of Time That Are Frequently Associated with the Ordering of Sorts, Many Up-to-Date Printshops Are Installing the Universal Type-Making Machine. This Saves Time and Money; Makes Type 123456789

36 Point

Per Font, \$30 net

### NEAR & DEAR Economical Printers All Modern Methods

30 Point

Per Font, \$30 net

### AN ENTERPRISING Concern of High Standing Close Associations

24 Point

Per Font, \$30 net

PROMOTER OF TRADE
All Exigencies of Business
Thoroughly Provided For

18 Point

Per Font, \$30 net

PERFECTION GUARANTEED
Prosperous Printers Prevent Panics
and Proclaim Peace to all the People
Panacea for Peanut Politics

14 Point

Per Font, \$30 net

GAINING PROFIT FOR THE PRINTER

New Type Made from Contents of the Hell Box

Makes Modern Type of Best Grade

Gives Complete Satisfaction at All Times

Economical Device for Printshops

The Universal is Making Good in Every Way

12 Point

Per Font, \$30 net

THE UNIVERSAL WILL PLEASE THE PRINTER
It is, Without Question, the Greatest Boon to the Printer
Ever Offered. It Makes Him Independent
of the Type-Foundry and Removes Most of
His Troubles, which Vanish Like Smoke
Universal is the Acme of Practicability and Economy

10 Point

Per Font, \$30 net

INCREASING TRADE DEMANDING THE UNIVERSAL
Any Printer Having This Machine in His Plant Can Increase His
Regular Trade and Reach Out for New Trade
Such as He Was Never Able to Command Before
His Resources will be Unlimited and He will
Be up in the Band-Wagon, Envied by His Competitors

8 Point

Per Font, \$30 net

ENTERPRISING PRINTERS ARE ADVANCING THEIR BUSINESS

There Never Has Been Such a Distinct Advance in the Art and Trade of Printing as That which Has Been Made by the Universal Type-Maker. It Has Completely Revolutionized the Methods of Equipping Printshops

The Printer with The Universal Type-Maker is without Doubt Master of the Situation at all Times, and can Command the Best Business

36 Point

Per Font, \$30 net

# RARE GEMS Worn by Printer Universal Large Ideas 3

30 Point

Per Font, \$30 net

BIG INCREASE
Assorted New Type
Daily Record
Printers Prosper

24 Point

Per Font \$30 net

THE CHARACTER
Of Universal's Product
Highest Quality
Without an Equal

18 Point

Per Font, \$30 net

#### EASY TO CAST SORTS Without Any Loss of Time Raises Efficiency \$1234567890

14 Point

Per Font, \$30 net

THE UNIVERSAL PUTS THE
Type-Foundry Under your Own Roof and
Saves Labor and Expense
Takes but Very Little Room.

12 Point

Per Font, \$30 net

LATEST STYLES NOW DEMANDED
Fashions in Printing are Changeable. Printers
Must Keep Their Type Fully
Up-to-date to Command Their Trade

10 Point

Per Font, \$30 net

THE UNIVERSAL IS EASY TO OPERATE
The Average Handy Man in Every Printshop Easily
Learns to Run it. There are Few Details
To Master, and its Construction is Very Simple

8 Point

Per Font, \$30 net

A MAN CANNOT SPEAK BUT HE JUDGES HIMSELF
With his Will, or Against his Will, he Draws his Portrait to the Eye of
His Companions by Every Word. Every Opinion Reacts
On Him Who Utters it, Like a Threadball Thrown at a Mark

6 Point

Per Font, \$30 net

A MAN PASSES FOR WHAT HE IS WORTH. VERY IDLE IS ALL Curiosity Concerning Other People's Estimate of Us, and Idle is all Fear of Remaining Unknown. If a Man Knows that he can do Anything Better than Anyone else, he has a Pledge of the Acknowledgment of that Fact

36 Point

Per Font, \$30 net

# GREAT ECONOMY Casts Many Sorts of Sorts The Universal Does the Business

30 Point

Per Font, \$30 net

BEGIN RIGHT SYSTEM
Discard Antiquated Methods
Lots of \$1234567
Universal Type-Maker

24 Point

Per Font, \$30 net

ATTACHMENTS ARE SIMPLE
Any Good All-round Man Can Run It
There are no Complicated
Parts Which Require Experts

18 Point

Per Font. \$30 net

PRINTERS SEE A BRIGHT FUTURE
The Universal has Opened Up Great Possibilities
Shop Management Much Simplified
Great Advancement in the Art of Printing

14 Point

Per Font, \$30 net

NECESSITY THE MOTHER OF INVENTION
That is Why The Great Universal Type-Maker Was Born
Most Wonderful Invention of Modern Times
Same Class as Electrical Appliances, Wireless
Telegraphy, and Others of this Age

12 Point

Per Font. \$30 net

THE UNIVERSAL INCREASES BUSINESS ACTIVITIES

Generally Accepted as a Most Profitable Acquisition to the Trade
Printers Realize Advantage of Having New Type
No Advantage in Having Shopful of Worn-out Material
Satisfactorily Overcomes Such Conditions

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER IS SIMPLE IN CONSTRUCTION

It is the Means of Attracting the Work that is Now Going to the Other Fellow

Lots of Type in Latest Styles in any Quantity Necessary

Type-setting is not as Vexatious to the Printer as it Used to Be

Recasting Worn-out Type Saves Many \$1234567890

8 Point

Per Font, \$30 net

KEEP UP WITH THE TIMES AND ALWAYS BE AHEAD OF COMPETITORS
Install One of These Simple Machines and You Can Execute Any Kind of Work With Exactness
The Universal Type-Making Machine Winning the Praise of the Printer
Produces New Type When Desired Without Experiencing Any Inconvenience
What Comfort and Satisfaction there is Now in the Printshop

36 Point

Per Font, \$30 net

# REFERENDUM Instinctively Followed Good Times Here

30 Point

Per Font, \$30 net

# KEEN & CUTTER Quick Workers do Hustle Sharp Tricks £1234

24 Point

Per Font, \$30 net

# BRINGS PROSPERITY Ideal Conditions Now Are a Fact Peace and Plenty 123

18 Point

Per Font, \$30 net

GREAT AMERICAN FRUITS Apples, Pears, Peaches, Plums, Grapes, etc. Luscious and Juicy \$12345

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

14 Point

Per Font, \$30 net

MOST SUPERABUNDANT HARVESTS
Are the Solid Foundation of the World's Prosperity
Millions of Bushels of All Kinds of Grain
Inexhaustible Supplies of Fruit
Make the Dear People Happy and Contented

12 Point

Per Font, \$30 net

ECONOMY IS A LEADING CHARACTERISTIC
In the Administration of a Printshop Using the Universal Machine
Forcibly Strikes at the Root of the Greatest Expense
Resulting in Greater and Surer Profits
All these Are Worth Striving for as they Make Many \$\$

10 Point

Per Font, \$30 net

GOOD PRINTERS ALWAYS SATISFY CUSTOMERS

The Universal Type-Maker is an Important Factor in that Satisfaction
There is Joy in Running a Printshop with Plenty of Type
Just Think What Fun it is Never to be Out of Sorts
Now The Universal Fits into the Scheme Most Economically

8 Point

Per Font, \$30 net

NOTHING STANDS IN THE WAY OF THE PRODUCTION OF GOOD Work so Seriously as old Worn-out Type. With the Universal Type-Maker at Your Disposal This Condition Need Never Bother You, for, with it, Barrelfuls of Type of Every Kind, from the Largest to the Smallest, Can Easily be Made, and Cases Can Always be Kept Full. This is Ideal for the Cases. but not for the Printerman

6 Point

Per Font, \$30 net

THE GREAT ADVANTAGE OF THE UNIVERSAL TYPE · MAKER IS ITS ECONOMY
This is Demonstrated in Many Ways, for, Not Only is it Economical in Operation, but it Conduces to Economy
In Every Direction in the Printshop. The Great Amount of Money and Nervous Energy Wasted
By the Ordinary Printer, by Reason of His Type Supply Being Limited,
Is Incalculable. All This is Saved by This Machine, and it Yields Big Dividends

36 Point

Per Font, \$30 net

# UNIQUENESS IS MUCH DESIRED By Many Advertisers I-\frac{1}{2}625-\frac{1}{3},470-?

30 Point

Per Font, \$30 net

A MONEY-MAKER
That's the Other Name of
The Universal Type-Maker
Let Us Show You by \$

24 Point

Per Font, \$30 net

BOLD NAZZAN QUITS
His Caravan, a Hazy Mountain
Grot to Scan, Climbs Jaggy Rocks
To Spy His Way

18 Point

Per Font, \$30 net

## UNIQUE FACES FOR DISPLAY Distinctive Type for Distinctive Printers-\(\frac{1}{2}\) Universal Type-Maker a Perfect Boon

14 Point

Per Font, \$30 net

PECULIAR POLITICAL PROGNOSTICATIONS
Be he ever so Radical or Conservative in Politics, the
Printer must be Progressive in his Business.

12 Point

Per Font. \$30 net

AN EXCELLENT BOOK IS LIKE A WELL-CHOSEN and Well-tended Fruit Tree. Its Fruits Are Not of One Season only. With the due and natural intervals, we may return to it year after year, and it will supply the same nourishment

10 Point

Per Font, \$30 net

LET ME RECUR TO PLEASING RECOLLECTIONS

Let Me Indulge in Refreshing Remembrance of the Past; Let Me Remind you that no states cherished greater harmony, both in principle and feeling, than Massachusetts and South Carolina.—Webster

8 Point

Per Font, \$30 net

ANYBODY WHO EVER DID ANYTHING ANYWHERE HAD TO

Find the Grindstone and Run Against It Until He Developed the Edge That Would Cut Something

Eve, Eden's empress, needs defended be; the serpent greets her when she seeks the tree. Serene
she sees the speckled tempter creep; gentle he seems—perverted schemer deep—yet endless
pretexts, ever fresh, prefers, perverts her senses, revels when she errs, sneers when she weeps,
regrets, repents she fell; then deep-revenged, reseeks the nether hell

36 Point

Per Font, \$30 net

### SOME REST Others Must Toil New Haven Grant Run 9

30 Point

Per Font, \$30 net

TYPE-MAKER
A Universal Machine
Great Results
Hudson River 5

24 Point

Per Font, \$30 net

STRONG REASONS
Logical Arguments for It
Universal Type
Great Success No. 80

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

18 Point

Per Font, \$30 net

# NO TROUBLE FOR USERS Of Great Universal Type-Maker To Satisfy Customers Up-to-Date Type Styles \$4

14 Point

Per Font, \$30 net

REGULATING THE RAILROADS
Terrible injustice, thinks Mr. Harriman
Necessary, says Mr. Root
Depends on point of view \$6749

12 Point

Per Font, \$30 net

STRENUOUS TIMES ON THE ISTHMUS
There will be great things doing in 1915. The world
is looking forward to it
San Francisco Getting Ready to Reap \$48

10 Point

Per Font, \$30 net

MODERN MACHINERY HELPS THE PRINTER
The man with progressive methods gets the business
The Universal Type-Maker is unique
Nothing Equals it for Utility and Economy 80

8 Point

Per Font, \$30 net

THE TYPE PRODUCED BY THE UNIVERSAL TYPE-MAKER
Is of the best quality, and it gives the customer complete satisfaction
The machine will save high prices asked by foundry
Is Convenient, and Its Product Durable and Accurate \$123

6 Point

Per Font, \$30 net

IT OFTEN OCCURS THAT A FEW TYPE CHARACTERS ARE NEEDED TO
Complete some job or advertisement. Today the Type-Maker is rescuing these jobs and
Advertisements by producing just what is necessary in a short time
One of the Special Features of the Universal is Its Ease of Manipulation \$9

MR

UNIVERSAL TYPE-MAKER

MR

SERIES No. 704

48 Point

Per Font, \$30 net

## USEFUL Type Caster \$123

42 Point

Per Font, \$30 ne

# LISTEN! Universal Type \$1234

36 Point

Per Font, \$30 net

INDEPENDENT Full Cases of Type \$12345678

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



30 Point

Per Font, \$30 net

# EXERCISES Good for the Boy Mind Her Silvery Locks \$1234567890

24 Point

Per Font, \$30 net

## SAILING YACHTS She Left the Water Behind The America Wins \$1234567890

18 Point

Per Font, \$30 net

MECHANICS ALLIANCE
Note our Gorgeous Floral Display
Our Roses and Carnations
\$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(85)



48 Point

Per Font, \$30 net

## HURRAH A Duck Shoot \$1234

42 Point

Per Font, \$30 net

# OUT OF THE Golden West \$1234

36 Point

Per Font, \$30 net

FINE NOTION Artistic Creations \$1234567

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

30 Point

Per Font, \$30 net

# UP TO THEM The Big Show Towns Make Lavish Display \$1234567

24 Point

Per Font, \$30 net

## MODEL CUTTER Now Buy Your New Types Universal Type-Maker \$1234567890

18 Point

Per Font, \$30 net

MATERIAL TO INFLUENCE Morgan Never Invests In Railroads And Steamship Companies \$1234567890

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO
(87)

36 Point

Per Font, \$30 net

# 25 CHARACTERISTICS of This Letter Are Apparent Strength, Forcefulness and Many Others 1346789

30 Point

Per Font, \$30 net

PRINTERS, USE FREELY!
Desirable Face Ever at Hand
Secure Universal Type-Maker
Quick Returns \$123,456

24 Point

Per Font, \$30 net

LEADS ALL LATER METHODS
Throw Aside Antiquated System and
Keep Abreast of the Printing Times
Great Rejuvenator. 12345678

18 Point

Per Font, \$30 net

LAZY DOGS ARE AN EASY PROPOSITION for a Slick Brown Fox, and the Progressive Printer Has no Difficulty Outstripping His Indifferent Fellow-Craftsmen, Especially if He Installs a Universal Type-Making Machine in His Office £\$1234567890

12 Point

Per Font, \$30 net

NOTE THE PLEASING LINES OF THIS MACHINE Symmetrically Fashioned, Its Component Elements of the Best Available Materials, and the Workmanship Telling of Skilled Artisans, the Results Obtained Being Highly Satisfactory,—Is It Any Wonder That the Universal Is the Choice of So Many Discerning Printers Everywhere? \$ 1234567890

10 Point

Per Font, \$30 net

HESITATION SIMPLY INCREASES JOHN JONES' PROFITS
That Is to Say, if John Jones Is Your Chief Competitor and He Installs a
Universal Type-Maker and Fills His Type-Cases with New Type—and Lots
of It—Those in the Market for Printed Matter Will Go Up John's Path
Instead of Yours, and Buy John's Printing Rather Than Yours. Why not
Buy One of These Machines Yourself and Share in His Prosperity? "A
Word to the Wise is Sufficient." Don't Hesitate! \$123456

8 Point

Per Font, \$30 net

HAVE YOU EVER BEEN EMBARRASSED BY BEING OUT OF SORTS?

A Particular Customer Desires a Certain Display Type for Use in a Four-Page, Two-Color Folder, the Job to be Delivered in Two Days. You Make All the Promises as to Type, Paper, Delivery, etc., That Particular Customer Insists Upon, and After He Has Gone You Discover That All of That Type Is Tied Up in Live Jobs for Equally Good Customers. The Time is too Short to Send to the Type Foundry for More Type and Yet Print the Job! Those are Anxious Moments! BUT,--If You Have a Universal

Type-Maker, the Solution is Easy, and the Type Forthcoming. \$12380

36 Point

Per Font, \$30 net

## OLD TYPE MADE NEW Make Your Type as You Need It

30 Point

Per Font, \$30 net

## USEFULNESS IS READILY Perceived by the Progressive Printer

24 Point

Per Font, \$30 ner

## UNIVERSAL A FACTOR OF ECONOMY Its Products are Always Accurate and Durable

18 Point

Per Font, \$30 net

INSTEAD OF BUYING A TYPE-FOUNDRY INSTALL A
Universal Type-Maker and You Will be Saving Foundry Profits
No Printing Plant Complete Without This Machine

12 Point

Per Font, \$30 net

THERE ARE THOUSANDS OF PRINTING OFFICES IN THE UNITED STATES

That Have More or Less Old Type That Has Long Since Become Worn and Ceased to

Be Useful. This Machine Will Convert All of it into Money

10 Point

Per Font, \$30 net

IT FREQUENTLY OCCURS IN A SHOP THAT A FEW CHARACTERS ARE NECESSARY
To Complete Some Job or Advertisement. If You Have The Universal Type-Maker in Your Shop
You Need Never be Bothered over Such Details \$1234567890

24 Point

Per Font, \$30 net

## DON'T BE A NARROW-MINDED MAN! See a Universal Type-Maker at Work and Broaden Your Vision \$1234567

18 Point

Per Font, \$30 net

ONE OF THE GREAT INVENTIONS OF THE AGE
Printers Installing the Universal Loud in Their Praises
Creates Business; Satisfactory 1234567

12 Point

Per Font. \$30 net

A MONEY-MAKER FOR THE ZEALOUS, WIDE-AWAKE PRINTER

Modern Methods of Production Are Bound to Include This Versatile TypeMaking Machine, and the Progressive Printerman

Is Naturally First to Appreciate Its Potentialities, and First to Reap the
Profits Which Follow Its Installation. Ponder. &\$0987654321

#### SERIES No. 1068

10 Point

Per Font, \$30 net

XERXES BOJERWITZ MAKES GOOD TYPE
Cases Always Filled with Universal Type. Verily, Xerxes
Doth Appear to be an Industrious Youth

He Keenly Watches All of the Product of His Type-Maker There Are Rewards for Diligence \$1,234,567,890

8 Point

Per Font, \$30 net

MEN WHO DO ONLY THEIR DUTY DO NOT EXCEL, He Who Possesses the Spirit of Progress Will Find Opportunity for Larger Service and Gladly Avail Himself of It Such a Man Is Always Preparing for Greater Responsibility and Its Arrival Is as Certain as the Law of Gravitation \$1234567



36 Point

Per Font, \$30 net

# EASY TO OPERATE An Average Printer Easily Grasps its Details Logwood Sold for Port

30 Point

Per Font, \$30 net

KNOWLEDGE IS PROUD
That He Has Learned So Much
Wisdom is Humble
That He Knows No More

24 Point

Per Font, \$30 net

THE COMMON-SENSE MAN
Is More Interested in Doing His Work
Than in What People Say
Does Not Play to the Gallery

18 Point

Per Font, \$30 net

L. AURELIUS ANTONINUS COMMODUS
Son of M. Antoninus, Succeeded His Father in the
Roman Empire. He Was Cruel and
Fond of Indulging His Licentious Propensities
\$1234567890ÆŒæœ

14 Point

Per Font, \$30 net

L. SERGIUS CATALINA, A GREAT ROMAN
Descended from a Noble Family. When He had Squandered
His Fortune He Tried to Ruin His Country and
Formed the Cataline Conspiracy to Overthrow Rome

12 Point

Per Font, \$30 net

CALIGULA, SON OF GERMANICUS AND AGRIPPINA
Was Proud, Wanton and Cruel. He was Pleased when Disaster Befell
His Subjects, and Expressed a wish that the Romans
Had but One Head, that He Might be Able to Strike it Off

10 Point

Per Font. \$30 net

MARCUS CATO, GREAT-GRANDSON OF THE CENSOR CATO
The Early Virtues that Appeared in His Childhood Seemed to Promise that He
Would Become a Great Man. He was Austere in His Morals
And a Strict Follower of the Stoics. His Veracity Became Proverbial

8 Point

Per Fout, \$30 net

IN THE CATALINIAN CONSPIRACY HE SUPPORTED CICERO AND WAS THE CHIEF Cause of the Punishment which was Inflicted on Some of the Conspirators. He Committed Suicide by Stabbing Himself After Reading Plato's Treatise on the Immortality of the Soul, B.C. 46, in the Fifty-ninth Year of His Age. 1234567890

30 Point

Per Font, \$30 net

# TIRED TOURIST Interesting Scenery Grand Rapids Northern Climate Always at 34

24 Point

Per Font, \$30 net

BRIGHT PROSPECTS
Investing in Mining Stock
Dividends Allowed
Secreted Fortunes Lost
Causes More 8

18 Point

Per Font, \$30 net

BRIGHT MINDS IN ACTION
New Methods for Improvement
Universal Type-Maker
Greatest Success of Its Kind
Benefits Everyone 763

14 Point

Per Font, \$30 net

SUCCESSFUL BUSINESS ACTIVITIES
The Universal Type-Maker Will Accomplish
Great Results in Very Little Time
Always on the Alert for Attractive No. 34

12 Point

Per Font, \$30 net

PRACTICING SYSTEMATIC METHODS
Will Keep in the Lead for Style and Durability
Universal Type-Maker in Demand
After It is Once Used You Will Readily \$5

10 Point

Per Font, \$30 net

PRINTERS TRY TO PLEASE CUSTOMERS
They Will Find This to be Very Easy and Convenient
Universal Type-Maker Produces the Best
Receiving Praise Wherever it is Used \$1234567

8 Point

Per Font, \$30 net

NEW MATERIAL IMPROVES APPEARANCE OF WORK

Neat Type Designs in Large Quantities Will Prove Economical
You Can Cast Sorts with Ease on this Machine
The Universal Type-Maker Will Satisfy Without Doubt
It is Evidently Filling the Wants of \$12345

6 Point

Per Font, \$30 net

THIS MACHINE HAS SUCCEEDED IN HELPING THE PRINTER
It is the Most Economical Type-casting Device, and is in Great Demand
We Are Constantly Adding New and Attractive Styles of Type
Having a Machine Like This in Your Plant Will Prove a Big Benefit
Its Ease of Operation is Most Remarkable 12345678

36 Point

Per Font, \$30 net

# ARTISTIC IDEAS Necessary for Printers Recast Old Type Universal Machine

24 Point

Per Font, \$30 net

PRINTER ON THE MOVE
Affords Numerous Advantages
Will Prove Economical
Sorts In Unlimited Amounts
New Type Always \$3

18 Point

Per Font, \$30 net

YOU CAN CAST YOUR SORTS IN Abundance Without Any Annoyance The Universal Type-Maker Therefore is Filling a Long-felt Want Operation Simple \$9876543

24 Point

Per Font. \$20 net

### GUIDE BOOK CASH ITEMS 9

18 Point A

Per Font, \$20 net

### SHORT STORIES SAFE HARBOR \$89

18 Point B

Per Font, \$20 net

### PRINTING DESIGNS ATTRACT BUSINESS \$9

12 Point A

Per Font, \$20 net

### PROPER METHODS USED ENERGETIC BUSINESS MEN

12 Point B

Per Font, \$20 net

### TYPE OF NEAT APPEARANCE USEFUL FOR PARTICULAR WORK

12 Point G

Des Fort \$20 ---

### ITS PRODUCT OF THE STANDARD QUALITY IT ASSURES SUCCESS TO USER

6 Point A

Per Font, \$20 net

THE DIFFERENT FACES OF THE SIX-POINT TYPE CAN BE USED EFFECTIVELY AS CAPS AND SMALL CAPS

6 Point B

Per Font, \$20 net

THIS FACE AND SIZE ARE MOST VALUABLE FOR PRINTING CARDS CLEAR-CUT AND DISTINCT, IT RIVALS ENGRAVING

6 Point G

Per Font, \$20 net

THE GREATEST THINGS IN CIVILIZATION ARE ELECTRICITY AND GASOLENE, APART FROM THE UNIVERSAL, FOR IT IS THE FOUNDATION OF PRINTING

6 Point D

Per Font, \$20 net

THE LOUD, BLATANT HONK OF THE AUTOMOBILE IS HEARD IN THE LAND, AND INNOCENT PEDESTRIANS WHO GET IN ITS WAY ARE RUN OVER AND MUTHLATED ON EVERY HAND

18 Point

Per Font, \$30 net

## CLEAR, LEGIBLE FACE Valuable in Many Ways to Printers Combines Strength with Good Taste Patrons Demand the Very Best

SERIES No. 1091

10 Point

Per Font, \$20 net

THIS TYPE IS USEFUL FOR DATE LINES
FOR THE DAILY AND WEEKLY NEWSPAPERS
SPECIAL LOGOTYPES INCLUDED
DAY 1911 1912 1913

#### SERIES No. 1095

12 Point

Per Font, \$30 net

NEW MATERIAL READY FOR USE Experiencing No Inconveniences Whatever Just Stop and Think of This \$123456

10 Point

Per Font, \$30 net

YOU CAN DEPEND ON PERFECT PRODUCTS
The Universal Type-Maker is in Great Demand by Printers
It is Making Greater Progress than \$12345678

8 Point

Per Font, \$30 net

INSTALL THIS MACHINE AND SAVE EXPENSE Unnecessary Squandering of Money Can be Conveniently Avoided Its Operation Simple. Its Usefulness Remarkable 98

6 Point

Per Font, \$30 net

NO MORE DISASTROUS AND TROUBLESOME DELAYS EXPERIENCED
The Universal Type-Maker is Original in Every Particular, and Has Come to Stay
Printers Take Advantage of a Good Thing When it is Perceptible
It is the Most Profitable Type-casting Machine Used \$1234567890

18 Point

Per Font, \$30 net

## SAVING FOUNDRY PROFITS Defaced Type Transformed Into New Material at Small Expense All Kinds of Type Readily Made

12 Point

Per Font, \$30 net

GOMPLETE TYPE ASSORTMENT ECONOMY
The Universal Type-Maker Will Furnish the Facilities to
Have Any Quantity of Accurate Material
Type of Good Quality Will Produce \$1,234,567

#### SERIES No. 1076

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER IS RECOMMENDED

As a Never-Failing Remedy for That Run-Down Condition, Out
of Sorts. Patient Sufferers Welcome Relief
Terrible Tale of Zanger's Privations Related by Survivors

10 Point

Per Font, \$30 net

SPEND YOUR WINTERS AT THE PANAMA CANAL
Nice Warm Place for Cold-blooded Inhabitants of the Frigid Zones
Round-Trip Excursion Tickets on Sale at Xenio
Latest Bulletins Declare Mosquito Tribe Almost Exterminated
Great Rejoicing at the Isthmus ACE && \$1234567

8 Point

Per Font, \$30 net

QUE ZENN WAS AN EDUCATED AND PROGRESSIVE CHINAMAN

He Shaved Off His Que, Let His Hair Grow Where It Would, Quit the Laundry
Business, Americanized Himself to the Extent of Using

Many Cigarettes and Much Cheap Whiskey; the Inevitable Result Followed

Mr. Chinaman Now Washes Collars for a Fellow-Countryman

Wages? None to Speak of in Polite Society ƌ & \$1234567890

MR

UNIVERSAL TYPE-MAKER

MR

SERIES No. 515

48 Point

Per Font, \$30 net

## EUCHRE Best Trump \$1

SERIES No. 516

48 Point

Per Font, \$30 net

## UNLIMITED Facilities for work

42 Point

Per Font. \$30 net

## ADVANTAGES of Universal Product



48 Point

Per Font, \$30 net

## STRENGTH Exemplified \$

42 Point

Per Font, \$30 net

### POWERFUL Effects in \$123

SERIES No. 518

48 Point

Per Font, \$30 net

## DIGNITY Expressed 45

42 Point

Per Font, \$30 net

### MILITANT Suffragettes 23

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO



36 Point

Per Font, \$30 net

## PROFIT FOR PRINTER New Material Always on Hand Good Results \$2039

30 Point

Per Font, \$30 net

## CASTING SORTS MADE EASY Covering a New Field of Usefulness Gives Satisfaction \$568

#### SERIES No. 2078

8 Point A

Per Font, \$25 net

PRINTERS FIND IT VERY NECESSARY
TO HAVE A FACE WHICH SIMULATES ENGRAVED
LETTERING FOR PRINTING CARDS
THIS FACE FILLS THE BILL

8 Point B

Per Font, \$25 net

SHARP, CLEAR-CUT AND VERY HANDSOME
ARE THE TWO SIZES OF THIS REMARKABLE TYPE. ONE VERY
EFFECTIVE WAY OF USING THEM IS TO COMBINE
THEM AS CAPS AND SMALL CAPS

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

## UNIVERSAL GOTHIC FACES

36 Point

Per Font, \$20 net

### GOVERNS OUTPUT OF JOY \$98

30 Point

Per Font, \$20 net

### BOLD TYPE FOR DISPLAYING STRENGTH

24 Point

Per Font, \$20 net

HANDSOME FACE FOR PLAIN WORK AND FANCY

18 Point

Per Font, \$20 net

EFFECTIVE IS THE INFLUENCE EXERTED ON THE DEAR PEOPLE



14 Point

Per Font, \$20 net

## UNIVERSAL TYPE-MAKER IS COMPACT. COMPLETE, AND MOST WONDERFUL

12 Point

Per Font, \$20 net

## OF TYPE MADE ON THE UNIVERSAL COMMENDS IT TO PRINTERS

10 Point

Per Font, \$20 net

THE BANKERS OF THE UNITED STATES
NATURALLY INTERESTED IN THE CURRENCY
CONGRESS TO THE RESCUE

8 Point A

Per Font, \$20 net

NATURE DEMANDS SILENCE IN THE PRESENCE
OF BEAUTY. SHE GAVE THOSE SOLITARY LAKES THEIR
BURNISHED SHEEN, THEIR CRYSTAL DEPTHS.
FRAMED THEM IN FORESTS, GIRDLED

8 Point B

Per Font, \$20 net

THEM WITH VINES AND FLOWERS, BESPRINKLED
THEM WITH LILIES, CAUSED THEM TO DUPLICATE THEIR BRILLIANT AUTUMNAL SHOWS, TO REFLECT THE PASSING
CLOUD, AND IN MANY A SILENT AND SOLITARY

6 Point A

Per Font, \$20 net

NIGHT CAST BRIDGES OF SHIMMERING MOONBEAMS ACROSS
THEM. AND THIS DISPLAY OF NATURAL BEAUTY, TO WHICH NO DESCRIPTION
COULD DO JUSTICE, HAS UNFAILINGLY BEEN REPEATED DAY AND
NIGHT FOR MANY CENTURIES, UNSEEN BY MAN,

6 Point B

Per Font, \$20 net

UNAPPRECIATED, UNKNOWN. WHEREVER NATURAL BEAUTY IS, THERE
IS SILENCE ALSO. AND THIS IS A LAW. A NOISY PERSON IN THE PRESENCE OF A GREAT
PAINTING WOULD BE INVITED BY THE GUARD TO LEAVE THE ROOM, OR IF
IN THE MIDST OF THE RENDERING OF A FINE PIECE OF MUSIC,

6 Point C

Per Font, \$20 net

WOULD BE REGARDED BY ALL PRESENT AS POSSESSING NEITHER DECENCY NOR SENSE. EVEN THE RIVULETS, CLEAR AND COLD, SEEM TO STEAL THEIR WAY INTO SUCH A SCENE CAUTIOUS AS THE FOOT OF A HUNTER. BACK IN THE HILLS THEY SPLASH AND LEAP

6 Point D

Per Font, \$20 net

THIS GEM OF NATURE'S ART THEY LEAVE THEIR MERRIMENT BEHIND. THE BOOM OF A FALLING TREE COMES OVER THE WOODED RIDGE, AND SHOWS THAT THE BEAVERS ARE AT WORK. SO THESE CARPENTERS OF THE WILDERNESS PLY THEIR VOCATION WITH NO SOUND OF AXE OR SAW. A CROW MADE HIS APPEARANCE AND SEEMED AMBITIOUS OF THE DISTINCTION

UNDER THEIR VEILS OF OVERHANGING FOLIAGE. BUT AS THEY APPROACH



36 Point

Per Font, \$30 net

## ARTISTIC Beautiful present Accurate

30 Point

Per Font, \$30 net

## ECONOMICAL Successful printers Gain Good Results

24 Point

Per Font, \$30 net

GET PERFECT TYPE

Material highest standard

Highly Appreciated

18 Point

Per Font, \$30 net

REMARKABLE SELLING TYPE
Greatest economical addition to
Printers business and outlook

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

14 Point

Per Font, \$30 net

ENERGETIC PRINTERS ARE
Taking advantage of a good thing when
They see it. Up-to-date
Co-operation is a paying investment, look into the matter

12 Point

Per Font, \$30 net

GOOD PRINTERS HAVE GOOD IDEAS
The Printers Co-operative Type Founders' Company can help to carry out these
Ideas if wanted. Get busy and find out,
Ask the company how its done

10 Point

Per Font, \$30 net

WE ARE THE PEOPLE THAT WISH THE
Printing trade more profitable. Our plan is to have
The co-operation of the printers and
Those who co-operate with us will find that
It will enure to their benefit.

8 Point

Per Font, \$30 net

OUR AMBITION TO GAIN A WORLD-WIDE REPUTATION

For accurate products and supply any quantity or style of type without

Any inconvenience and afford opportunities which

The printer never had. With this point in view we are

Meeting with the greatest kind of success

6 Point

Per Font, \$30 net

THE COMPANY DOES NOT PROPOSE TO REVOLUTIONIZE THE TYPE
Business by any wonderful invention, whose greatest merits lie in the paper on
which they are printed, but it proposes to show that the present day
Machines are, with a few exceptions, of the best construcion for this class
Of work. With the simplified system of manufacturing and production
we can save the printer on the first cost of type and pay him a big dividend

36 Point

Per Font, \$30 net

# HELPING MEN Improve Your Plant Results Sure Cash on Hand 9

30 Point

Per Font, \$30 net

COMPLETE FONT
Gives You Good Results
Printers Need It
Universal Machine

24 Point

Per Font. \$30 net

SPECIAL CHARACTERS
Produced Without Any Delays
Always in Readiness
Supplies Type Needed 65

18 Point

Per Font, \$30 net

PRINTERS CAN PROCURE
Unlimited Supply of Sorts by Using
Universal Type-Maker
Simply Constructed 1234567890

14 Point

Per Font, \$30 net

INVENTIVE IDEAS NUMEROUS
Universal Type-Maker the Greatest Device
All the Type You Need Easily Cast
More Material You Have the More Work

12 Point

Per Font, \$30 net

CHANGING FROM ONE BODY-SIZE OF
Type to Another Can be Made in an Instant by any
Printer Who Has Very Little or No
General Knowledge of Mechanics Whatever

10 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER REVOLUTIONIZES

The Art of Printing by Making the Printer His Own Type-founder

The Inventors and Designers of This Machine

Have a Thorough Knowledge of the Art of Type-founding

8 Point

Per Font, \$30 net

IT IS READILY RECOGNIZED BY PRINTERS THAT MUCH
Money Has Been Squandered in the Past, but by Installing the Universal
Type-Maker it is Possible to Recast All the Old Type and
Convert it into New and Desirable Faces which will be Profitable

6 Paint

Per Font, \$30 net

THIS NEW TYPE-MAKING MACHINE WILL EXTEND THE DOMAIN OF
Up-to-date Printers, and Give Them, in Addition to Producing the Printed Product, the
Opportunity to Cast the Types by which that Product is Chained
With The Universal the Printer Can Handle any Job with Ease and Rapidity

36 Point

Per Font, \$30 net

# GOOD IDEAS Increasing Business Niagara River Quaint Old Towns

30 Point

Per Font \$30 net

PERFECT DESIGN
Promotes New Business
Greater Baltimore
Novel Methods Used

20 Point

Per Font, \$30 net

ASSURING DIVIDENDS
Casting Best Quality of Type
Meets With Success
The Universal Type-Maker

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

14 Point

Per Font, \$30 net

Universal Type-Maker the Greatest Device
All the Type You Need Easily Cast
More Material You Have the More Work
All Styles Quickly Produced
\$1234567890

10 Point

Per Font, \$30 net

SECURE THE BEST MACHINE NOW IN USE
The Universal Type-Maker Offers the Greatest Advantages
There is no Machine in Use to Equal it
You Can Always Depend upon its Accurate Products
Economy is One of its Great Features

9 Point

Per Font, \$30 net

GREATEST DEVICE FOR ECONOMY IN EXISTENCE

Giving More Real Satisfaction than All Other Machines Combined

Makes Type More Abundantly and in Less Time

Universal Type-Maker the Greatest Machine of the Age

Printing Industry Making Wonderful Progress

8 Point

Per Font, \$30 net

UNDOUBTEDLY THE ONLY PROFITABLE TYPE-MAKING MACHINE

The Universal Type-Maker Clears the Way for the Progressive Printer to Succeed

Will be the Means of Improving Your Printing Plant Wonderfully

If You are Wishing to Extend Your Business Install This Machine

In a Class by Itself. It has no Successful Competitor

6 Point

Per Font, \$30 net

THIS SIZE OF TYPE IS VERY USEFUL FOR SMALL JOBS, CARDS AND THE LIKE it is made with three faces: This, designated as 6 Point A, has caps and lower-case, while the other faces, B and C, have caps only. This arrangement is very convenient for the printer

THIS IS A LINE OF CAPS OF THE B SIZE, WHICH LINES PERFECTLY WITH THE OTHER SIZES. B, PER FONT, \$25 NET THIS IS A LINE OF CAPS OF THE C SIZE. THEY LINE PERFECTLY WITH THE CAPS OF THE A AND B SIZES. C, PER FONT, \$25 NET EITHER ONE OF THE SMALLER SIZES CAN BE USED AS SMALL CAPS IN CONNECTION WITH THE CAPS OF THE A SIZE SIZES B AND C CAN BE USED TOGETHER AS CAPS AND SMALL CAPS



30 Point

Per Font, \$30 net

# CORNEGAN Hopelessly Irish He's Proud of It! 123,456,789

24 Point

Per Font, \$30 net

A CONQUEROR
Hail to the Chieftain!
Equinoctial Shower
Rainbow in the East
Gone 12345678

18 Point

Per Font, \$30 net

A MINUTE WASTED
Can Never Be Regained
Guard with Jealous Care
All the Fleeting Moments
Get Zest 123456789

14 Point

Per Font, \$30 net

MISTAKES MINIMIZED
When Tasks Are Performed
With Both Brain and Hands
This Means Concentration &
Conservation £ \$7890

12 Point

Per Font, \$30 net

UNIVERSAL A NECESSITY
Product in Demand Wherever a
Standard of Printing Excellence
Is Diligently Sought After. Strong
Arm for Printer \$12345678

10 Point

Per Font, \$30 net

STYLES CONSTANTLY CHANGE Fickle Fashion Responsible for Freaks Puritan Lasses Immune from Despair Happy Puritan Maidens! 12,345

8 Point

Per Font, \$30 net

FAST MAIL SERVICE TO METROPOLIS
Revised Schedules Soon to Become Effective
Makes Necessary the Printing of Various Time
Tables to Conform to These Altered Conditions
Make Hay in Sunny Weather \$1567890

6 Point

Per Font, \$30 net

STORMY PETRELS FLY OVER EAGLES LAKE
The Flapping of Wings Resembles the Thunder's Roar
and the Light Glancing from Their Plumage Partakes
of the Lightning's Brightness; When They Skip Along
the Water (if They Do) They Dash Up Rain-like SprayWhich, by the Way, Gives Us the Essential Elements
of a Storm Scene. That's Why We Call Them Stormy
Petrels. Don't You Believe It? 2008.

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

48 Point

Per Font, \$30 net

### DISTILLE **Waters Fine**

### UNIVERSAL The Best Type

36 Point

Per Font, \$30 net

### INK BLOTS Pressmen's Joy

30 Point

Per Font, \$30 net

### THE NATIONAL **Best Hotel in the City**

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO (114)

24 Point

Per Font, \$30 net

## CITY OF BOSTON Independence Hall 1776

18 Point

Per Font, \$30 net

## THE OLD QUAKER CITY Declaration of Independence '76 Continental Congress

14 Point

Per Font, \$30 net

THE STAR SPANGLED BANNERS
Stars and Stripes and Stars and Bars
Heroes Under Both Flags 550

12 Point

Per Font, \$30 net

THE FIGURES TO THIS GOTHIC FACE

Are much in demand for newspaper advertising

Universal Will Make Barrelfuls 123456

10 Point

Per Font, \$30 net

THIS SIMPLE MACHINE WILL ENABLE THE
Publisher to produce most complete assortment of type
And Gives Him the Means of Having Plenty

8 Point

Per Font, \$30 net

THE UNIVERSAL TYPE-MAKER EASILY PRODUCES A NEW

Dress of type. It precludes delays and cuts out exorbitant foundry profits

It Will Make the Printer Independent of the Foundry

6 Point

Per Font, \$30 net

IF A CUSTOMER SHOULD INSIST ON HAVING HIS WORK EXECUTED

In a certain style of letter, the printer using one of these machines can easily take the order

The Universal Type-Maker is a Creat Convenience and Most Economical

30 Point

Per Font, \$30 net

## HAPPY PRINTERS Profitable Investments Bold Type 1058

20 Point

Per Font, \$30 net

EARN LOTS OF DOLLARS
Casts Sorts as They're Needed
Practical Universal

18 Point

Per Font, \$30 net

MODERN PRINTERS' METHODS
Thoroughly Practical and Up-to-date
This Machine a Wonder 12

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER FILLS CASES
Enables Printers to Produce Full and Complete
Fonts of All Styles of Type \$345678

10 Point

Per Font, \$30 net

THE ADVANTAGES OF THE UNIVERSAL MACHINE
Can Never be Thoroughly Understood Until You Install One
Then You Will Marvel at its Efficiency 1058

8 Point

Per Font, \$30 net

ONE WAY THOROUGHLY TO APPRECIATE THE UNIVERSAL Is to Order One Right Away. The Result is Certain. You Wouldn't Part With it for Love or Money, if You Couldn't Get Another

36 Point

Per Font, \$30 net

# MUST BECOME WELL ACQUAINTED Social Obligations Dare Not Be Overlooked Courtesy an Important Element Say "Good Morning" \$1,234,567,890

30 Point

Per Font, \$30 net

## ELECTRIC POWER IS GENERALLY USED Necessary in All Great Manufacturing Industries Replacing Less Efficient Methods The Forward March of Progress 123456789

#### SERIES No. 1055

12 Point

Per Font, \$30 net

THE CAREFUL PRINTER READS HIS SET-UP MATTER
Before Removing It from His Stick, Making Whatever Corrections He
May Find. Such Care, Faithfully and Constantly
Exercised, Will Have a Decided Effect upon the Appearance of
His Proofs and, Eventually, upon the Bulk of His PayEnvelope. Care & Co. Pay Dividends \$123

36 Point

Per Font, \$30 net

# GOOD CONDENSED FACE The Advertiser will Appreciate This Useful Letter Necessary Adjunct 8765

30 Point

Per Font, \$30 net

MAKES CONSISTENT GAINS

A Newspaper Increases Advertising
Patronage by Installing
The Universal Type-Maker 5

24 Point

Per Font, \$30 net

MANY PUBLISHERS DISCOVERING
That They Can Effect an Immense Saving
With the Universal Machine
Chief Expenses Eliminated. No. 62

18 Point

Per Font, \$30 net

THE REGULAR TYPE-MAKING MACHINES

Now in use by type-foundries cannot be operated with that

Economy which is always necessary

For a Printing-Office in Casting Sorts \$62.99

14 Point

Per Font, \$30 net

MACHINES MAY HAVE AS MANY MOULD SECTIONS

And fonts of matrices as the printer may desire, each font
Supplied by this company at a nominal cost
Each font of matrices is contained in a leather wallet
Which is Very Convenient and 123456789

12 Point

Per Font, \$30 net

SORT-PICKING ALWAYS CAUSES A LOSS OF VALUABLE TIME
Whether the sought-for material is found or not. This is not the only lost time
These sorts are, as a rule, obtained from standing matter
The result is that the remaining types are so disarranged that they
Will Require Twice the Usual Time for Distribution

10 Point

Per Font, \$30 net

FREQUENTLY STANDING MATTER IS ALIVE, AND, WHEN
Disarranged by picking sorts, time is lost later on when it is necessary to restore to
The form all the borrowed type. Prevent this unnecessary loss
By installing the Universal Type-Maker. It will produce any style of
Type in Any Quantity the Publisher May Desire \$123

8 Point

Per Font, \$30 net

THERE NEVER WAS A FONT OF TYPE PURCHASED, WHETHER LARGE OR SMALL, BUT
That at stated intervals additions or sorts were found to be necessary. To avoid the inconveniences
That are occasioned by ordering these sorts, and to give publishers a simple and
Inexpensive machine, the Universal Type-Maker was invented. It has made good in
Every Way and is a Wonderful Factor of Economy in the Printshop

36 Point

Per Font, \$30 net

# NATURAL SCENIC EFFECTS Discovering Many Beneficial Points Blue Ridge Mountains Science Unravels Many \$98

30 Point

Per Font. \$30 net

RECORDS OF ANCIENT GREECE
Destruction of Many Historic Buildings
Congressional Library
Many Interesting Facts in 765

24 Point

Per Font, \$30 net

GREAT PROSPERITY FOR THE FUTURE
Printers Realize That Better Conditions Prevail
Success of Universal Type-Maker
Improving the Many Details of Work \$8

18 Point

Per Font, \$30 net

LATEST STYLES OF TYPE, BORDERS AND ORNAMENTS
Good quality of material in any quantity can be instantly made
It is overcoming the many troublesome details
The Universal Type-Maker is the Logical Solution \$987

14 Point

Per Font, \$30 net

THIS MACHINE IS GAINING A WORLD-WIDE REPUTATION
It can be depended upon to cast all the type you will need in your office
It will be the means of success to the printer using it
Therefore It is Sought for by the Progressive Printer \$123

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER AFFORDS FACILITIES FOR SUPPLYING TYPE
It is giving a greater amount of real satisfaction than the other type-casting machines
You will be more than pleased with its accuracy and durability
Material That is Produced by This Wonderful Machine Will Benefit \$12345

10 Point

Per Font, \$30 net

THE GREATEST INVENTION FOR THE ADVANCEMENT OF THE PRINTING INDUSTRY
In making the necessary material for yourself you will save the profit made by the type-foundries
It is beneficial in a great many other ways that are too numerous to mention
Give the Universal Type-Maker a Trial and It Will Convince You That It is the \$1

8 Point

Per Font, \$30 net

THIS WONDERFUL MACHINE HAS NO COMPARISON FOR ITS MANY FAVORABLE QUALITIES

There are tons of old type that has long since become worn and ceased to be of any use to the printer

The Universal Type-Maker readily transforms this into new acceptable material

Each Machine May Have as Many Mould Sections and Matrices as Desired for \$1234

6 Point

Per Font, \$30 net

YOU NEED NEVER BE OUT OF SORTS WHEN YOU HAVE A TYPE-FOUNDRY UNDER YOUR OWN ROOF
You can make all the type that you will need by this machine in a short space of time and at a very little expenditure of money
Evidently the Universal Type-Maker is the most economical machine now used by printers
It Saves Time and Energy, and It also Increases the Trade Wherever Its Products Are Used. \$523

36 Point

Per Font, \$30 net

## RAILROAD STOCKS Rich Gold Mines Discovered National Museum Prosperity Enriches \$9

30 Point

Per Font, \$30 net

ADVERTISING NEW GOODS
Increasing Trade Activity Expected
The Panama Exposition
Preparing for the Great \$82

24 Point

Per Font, \$30 net

NEW INVENTION A SUCCESS
Enterprising Company Advancing Ideas
Universal Type-Maker
Meeting with Great Success \$65

18 Point

Per Font, \$30 net

### **INEXPENSIVE MACHINE FOR PRINTERS**

Is accomplishing many results unknown heretofore
Pleasing feature in composing-room
The Universal Type-Maker Makes \$12345

14 Point

Per Font, \$30 net

INCREASING PRODUCTS OF YOUR BUSINESS
Will soon be realized after the installation of this machine
Universal Type-Maker Prevents Trouble
Overcomes Many Obstacles That Others \$1234

12 Point

Per Font, \$30 net

PRINTERS EXERTING ENERGY TO MAKE SUCCESS

The Universal Type-Maker will be found very helpful to them
It improves methods now used in printing-offices
You Will be Satisfied After You Use Its Products \$123

10 Point

Per Font, \$30 net

THIS MACHINE WILL PROVE ECONOMICAL TO PRINTERS

Will enable them to execute work in a manner that will satisfy customers

Receiving recommendation wherever it has been used

The Universal Type-Maker Is Accomplishing Its Purpose \$12

8 Point

Per Font, \$30 net

MOST PROFITABLE TYPE-CASTING MACHINE THAT WAS EVER DESIGNED

You will increase your business activities enormously by the use of this wonderful machine
The Universal Type-Maker meeting with approval by printers generally
It is the Only Machine That Has Proven Beneficial to Printers \$1234567890

6 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER THE ONLY SUCCESSFUL MACHINE OF ITS KIND NOW IN USE

It has proven to be one of the most profitable additions to the modern printing office that has ever been made

It is an original conception and successfully covers a new field of usefulness

Most Striking and Forceful Advertisements May be Set with This Useful Series \$5234670918



36 Point

Per Font, \$30 net

## ARTISTIC METHOD Inventions Increasing New York World Olympic Games \$9

30 Point

Per Font, \$30 net

BUSINESS ECONOMY
Exercising Scientific Skill
Mount Vesuvius
Universal Products \$8

24 Point

Per Font \$30 net

REMARKABLE INVENTION
Showing Its Ability Everywhere
Universal Type-Maker
Makes Perfect Type and 6

18 Point

Per Font, \$30 net

### PRODUCTS PLEASE THE PRINTER Greatest economical addition to printery Ideal Universal Type-Maker Its Utility Greatly Appreciated \$42

14 Point

Per Font, \$30 net

ENERGETIC PRINTERS USE THIS MACHINE
Taking advantage of a good thing when they see it
Makes the most accurate material
Possessing Many Features That Will \$12345

12 Point

Per Font, \$30 net

ECONOMICAL IDEAS MAKE PRINTERS SUCCESSFUL

The Universal Type-Maker the greatest invention for the printer

Affords opportunities to improve his product

His Business Not Proving Profitable Without It \$1234

10 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PROVING A GREAT BENEFIT TO TRADE

Material that is made by this machine is up to the standard in every respect

Its purpose is to make the printing trade more profitable

With This Point in View It is Meeting with Great Success \$1234567

8 Point

Per Font, \$30 net

THIS MACHINE SAVES THE HIGH PRICES ASKED BY THE TYPE-FOUNDERS

With the Universal Type-Maker the printer can procure a complete new dress of body type

It also supplies the means of converting his old type into new material

Any Quantity or Style of type Can be Made Without Any Inconvenience \$123456

6 Point

Per Font, \$30 net

THIS FAMOUS MACHINE IS CAINING A WORLD-WIDE REPUTATION FOR ITS ACCURATE PRODUCTS

Affording the means of overcoming the various difficulties that the printer has heretofore been annoyed with

Having the best materials obtainable ready for service will prove to be very satisfactory

The Wonderful Universal Type-Maker Succeeding in Making Type of the Best Quality \$1234567890



36 Point

Per Font, \$30 net

## Invaluable for Newspapers New York Herald \$3

24 Point

Per Font. \$30 net

### QUEER DOINGS IN SMART SET Useful Head Letter for Newspapers The Baltimore News \$145

18 Point

Per Font. \$30 net

THE FAMOUS UNIVERSAL WILL MAKE
Money Out of the Old Junk in Your Hell Box \$268
The Figures to This Type Will Be Found

12 Point

Per Font, \$30 net

PETITION IN BANKRUPTCY FILED BY A LEADING PRINTER
Liabilities Principally Consist of Type-founders' Claims \$9758602
With a Universal Type-Maker This Would Not Have

10 Point

Per Font, \$30 net

WHEN IN A TIGHT SQUEEZE FOR A CONDENSED LETTER YOU CAN
Always Fall Back on this Useful and Legible Face. Every Newspaper and Job Office in the
United States has Many Uses for the Various Sizes of this Series



48 Point

Per Font, \$30 net

## HEAVIER FACES Are Good for Display

36 Point

Per Font, \$30 net

### BEAUTIFUL LIGHTS Red, White and Blue 75

30 Point

Per Font. \$30 net

### WONDERFUL MACHINE Universal Type-Maker 1052

24 Point

Per Font, \$30 net

### PRINTERS SEE USEFULNESS Realize Economic Possibilities 1436

18 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PLEASES
Nothing but Praise from Many Satisfied Users

12 Point

Per Font, \$30 net

THE PRINTER WITH A UNIVERSAL MACHINE IS THE One Who Can Command the Big Contracts. Publishers Who

10 Point

Per Font, \$30 net

ITS GREAT USEFULNESS WILL BE INSTANTLY PERCEIVED
Little Argument is Required to Demonstrate its Worth and Practicability

UNIVERSAL TYPE-MAKING MACHINE COMPANY, CHICAGO

18 Point

Per Font, \$30 net

RESOURCEFULNESS OF THE PRINTER
Greatly Increased by a Full Supply of Good Type
Don't Expect Your Men to Produce First-Class Work
Unless They Have First-Class Material to Work With
Universal a Strong Factor \$1234567890

14 Point

Per Font, \$30 net

PRINTERS ARE BECOMING ENTIRELY INDEPENDENT
They do not Have to Depend upon the Type-Foundry for Their Sorts
No More Jobs Held Up. No More Delays. Everything Out on Time
Ideal Conditions Such as These are Easily Possible by Installing The
Universal Type-Maker. Sorts Easily Made as They are Needed
The Printer Out of Sorts is a Most Miserable Creature

12 Point

Per Font, \$30 net

ITS GOOD QUALITIES MAKING IT A FAVORITE MACHINE

Many New Ideas are Successfully Carried Out In Its Construction. Improves

Appearance of Work and Will Be Profitable to the Printer in Many Ways

Slavish Imitation is Something to be Shunned, but One Should Not Shut

Himself Up and Neglect to Use That Which Others Have Found Worth While

The Fact That a Thing Is Original Does Not Always Commend It

9 Point

Per Font, \$30 net

A STATEMENT LATELY MADE BY A WRITER FITS THE UNIVERSAL EXACTLY "Efficiency of Production Reflects Credit to the Policy of Administration of a Business When It Learns How to Amalgamate Science and Practical Experience, to Eliminate Waste, Conserve Energy, and Bring the Product Through from the Raw Material to the Finished Article at the Lowest Minimum of Cost and Maintain the Highest Standard of Reputation." Apply this Principle to The Universal, and It Will be Found to Fulfil All These Conditions to a Remarkable Degree

18 Point

Per Font, \$30 net

SOLVING THE GREAT DIFFICULTY
Printers Have Ever Been Handicapped in Their
Work by a Shortage of Type. Never
Need They be if They Have a Universal
\$1234567890

14 Point

Per Font, \$30 net

THE PRINTER WITH A UNIVERSAL MACHINE
Is the One Who Can Command the Big Contracts. Publishers
Who Issue Big Editions Go to the Printer
Whose Type Resources are Equivalent to Their Needs
Type Unlimited in Styles and Quantity
Is Easily Supplied by The Universal Type-Maker

12 Point

Per Font, \$30 net

ITS GREAT USEFULNESS WILL BE INSTANTLY PERCEIVED
Little Argument is Required to Demonstrate its Worth and Practicability
Its Merits are Self-evident, its Economy Without Question
You Can Depend upon Having Brand-new Type Ready at all Times
The Universal Relieves Printing of its Annoyances
Full Cases Make Composition an Easy and Pleasant Task

10 Point

Per Font, \$30 net

DAEDALUS, AN ATHENIAN, THE MOST INVENTIVE ARTIST OF HIS AGE
Was the Inventor of the Wedge and Many Other Mechanical Instruments. He Made a
Famous Labyrinth for Minos, King of Crete, but Incurred His Displeasure
And He Ordered Daedalus to be Confined in the Labyrinth. Here He Made Himself
Wings with Feathers and Wax, and Fitted Them to His Body, as He
Also Did to that of Icarus, His Son. They were the First Aviators

12 Point A

Per Font, \$20 net

### BUSINESS INCREASING ENGROSSED ART SOUVENIRS IMPROVED METHOD 9

12 Point B

Per Font, \$20 net

NEW DESIGNS ARE SOUGHT AFTER
SURE TO PLEASE THE 86

12 Point G

Per Font, \$20 net

NEW SCHEMES VERY INTERESTING
SMALL SIZES APPROPRIATE FOR CARDS
CAREFUL SELECTION WILL \$23

12 Point D

Per Font. \$20 net

MANY RENOWNED LITERARY GENIUSES
INTERESTING NOVELS IN DEMAND BY PUBLIC
HISTORICAL WRITINGS PLEASE 123

6 Point A

Per Font, \$20 net

SEARCHING FOR THE BEST DESIGNS OBTAINABLE

TYPE FACE THAT IS PREPOSSESSING IN EVERY RESPECT

RECEIVING APPRECIATION THAT 1234567

6 Point B

Per Font, \$20 net

ALL LEADING TYPE STYLES GREATLY IN EVIDENCE
ADAPTED TO SOCIETY ANNOUNCEMENTS AND FINE STATIONERY
ENGRAVED STEELPLATE APPEARANCE 123456

6 Point G

Per Font, \$20 net

PERFECTION NATURALLY ATTRACTS THE UNIVERSAL ATTENTION

QUIET AND TASTEFUL ELEGANCE DESIGNED FOR HIGH GRADE PRINTING

EVERY PRINTER CAN USE THIS IDEAL TYPE STYLE 12345

WHEN FRANCIS PRESTON BLAIR WAS GOVERNOR OF MISSOURI

M

SERIES No. 1090

36 Point

Per Font, \$20 net

### DEMANDS ARTISTIC DESIGNS AN IDEAL IMPROVEMENT 123,456

30 Point

Per Font, \$20 net

### DIVINELY TALL AND EQUALLY THIN AND NONE THE LESS FAIR \$1234567890

24 Point

Per Font, \$20 net

Z IS A LETTER NOT FREQUENTLY CALLED FOR HOW COULD ZACHARIAS DO WITHOUT IT? 1234567890

18 Point

Per Font, \$20 net

NEW TYPE FOR OLD! WONDERFUL OPPORTUNITY HERE
INSTALL THE UNIVERSAL AND REAP PROFITS AND SATISFACTION
A MONEY-MAKER FOR PRINTERS 123456789

12 Point

Per Font. \$20 net

A VERY APPROPRIATE STYLE OF TYPE FOR USE IN SMALL ADVERTISEMENTS

THE UNIVERSAL TYPE-MAKING MACHINE CAN PRODUCE THIS SERIES AND MANY OTHERS

HAS NO SUPERIOR. BLUE RIBBONS ALWAYS IN ORDER 123456

24 Point

Per Font, \$30 net

### CAST YOUR OWN LEADS From 2 Pt. to 20 ems On the Universal Type Maker

18 Point

Per Font, \$30 net

FOX LAKE IS A GOOD PLACE For Hunting Ducks & Mud Hens & Fishing \$1234567890

14 Point

Per Font, \$30 net

ADVANTAGES OF SLOPED LETTER

Are Very Apparent, for it Relieves the Stiffness Caused

By the too Frequent Use Of Upright

And Adds Much to Quality \$1234576890

CANNED MUSIC, CANNED TALK, CANNED PICTURES

With the Phonograph in its Varied Forms, and the Motion-picture Films

It is Now Possible to Preserve for Future Generations
the Voice, Appearance and Actions of Those Whose V. A. and

A. are Worth Preserving \$1234567890

Per Font, \$30 net
BROTHER JASPER SAYS THE WORLD DO MOVE, AND IT
Certainly Do. What with These New Ideas of Initiative, Referendum and Recall,
New Election Laws, New Political Parties, Votes for Women
And the High Cost of Living, it is No Wonder We do not Know Where We
Are At These Days \$1234567890

8 Point

Per Font, \$30 net

ARGUMENTS IN FAVOR OF THE UNIVERSAL TYPE-MAKER
Seem Superfluous. Its Intrinsic Value is so Evident; Its Unique Character; Its Wonderful
Convenience in the Printshop, and the Extra-high Quality
Of the Type it Produces Are so Well Known That They Speak with no
Uncertain Tones of the Merits of This Machine \$12345

## UNIVERSAL OUTLINE FACES

36 Point

Per Font, \$30 net

## CHARACTER IN TYPE FACES is to be considered in new designs

30 Point

Per Font, \$30 net

BRIGHT IDEAS
AT BIG PREMIUM
Good inducements for
Brainy Workmen

24 Point

Per Font, \$30 net

STOP PICKING SORTS and wasting valuable time The Universal Type-Maker Swells Bank Accounts

18 Point

Per Font, \$30 net

THE MAPLE FAMILY
CONTAINS MANY FINE TREES
used by Landscape Architects in the
adornment of public parks, private
estates and home grounds

14 Point

Per Font, \$30 net

DECIDEDLY PLEASING RESULTS
ARE TO BE OBTAINED BY THE USE OF
Outline Type in connection with Solid-face
Type of the same character, by printing the
heavy face in tint and the outline face in
black. The two styles of the same face are
therefore made to register perfectly

12 Point

Per Font, \$30 net

WILLIAM CASLON WAS ONCE ASKED
BY THE PRINTER, WATTS, IF HE COULD MAKE
Type to equal that of the Elzevirs. Anxious to try
it, Caslon boldly outlined his plans for doing so, and
was supplied with sufficient capital for experimenting
His type is a standard today

MR

### SERIES No. 3002

36 Point

Per Font, \$30 net

# AIDVIERTISIERS AIRIE IIMIPIRIESSIEID with meat and Effective Display im outline-No. 3002

30 Point

Per Font, \$30 net

OPEN-IFACE TYPE
IS INVALUABLE FOR
certain forms of
Advertising Matter im
Newspapers & Books

24 Point

Per Font, \$30 net

SANDERSON & LIPTON AMIERICAN AND BRITISH Tea and Yacht Merchants Capital, \$12,345,678.90

18 Point

Per Font, \$30 net

THERE IS A DIFFERENCE
BETWEEN HAVING YOUR OWN
Type-Foundry and depending on
others. Many \$\$ saved

14 Point

Per Font, \$30 net

CONSIDER WHAT IT MEANS TO HAVE AN UNLIMITED SUPPLY OF TYPE of all sizes and faces in your shop. This is the case when you have a Universal Type-Maker in your equipment

12 Point

Per Font, \$30 net

JOHN HANCOCK OUTLINED HIS FEELINGS
WHEN HE EXCLAIMED, AS HE FIXED HIS BOLD
Signature to The Declaration of Independence,
"There, I hope the King may be able to read that
without the aid of his spectacles?" Strong men
were those splendid old heroes of 1776

36 Point

Per Font, \$30 net

### ADVERTISER Creates \$7,654,321

30 Point

Per Font, \$30 net

### PROGRESSIVE Universal Printshops

24 Point

Per Font, \$30 net

GOOD OUTLINE TYPE
Is Used by Many Papers 45

18 Point

Per Font, \$30 net

FIGURES ARE ALSO USEFUL And You Can Always Have Plenty The Universal Type=Maker

14 Point

Per Font, \$30 net

AN INSURANCE AGAINST WORRY
That is What Its Pleased Possessors Say of the
Universal Type-Maker. \$123456

12 Point

Per Font, \$30 net

UNIVERSAL TYPE-MAKER PRODUCT Compares Favorably with Foundry Type in Accuracy This is Worth Considering \$12345678

36 Point

### CHARACTERISTICS OF This Letter Apparent 123

30 Point

PRINTERS USED FREELY Secure Universal Type-Maker

24 Point

LEADS ALL OTHER METHODS Keep Abreast of the Printing Times Throw Aside Antiquated Ideas

18 Point

LAZY DOGS ARE AN EASY PROPOSITION The Progressive Printer Easily Overcomes Obstacles In The Way of Success with the Universal

12 Point

Per Font. \$30 net

NOTE THE PRACTICAL USE OF THIS MACHINE Is it any wonder the Universal is the Choice of Many Printers? Its Results Always Satisfactory 123456789

HESITATION SIMPLY SWELLS COMPETITORS' PROFITS Buyers of Printing Always Patronize the Printer Who Can Show the Best Line of Type. Moral: Buy a Universal Now 98765

36 Point

Per Font, \$30 net

## CRESCENTS Neat Sloping Type Handsome 1027 Fine for Display

30 Point

Per Font, \$30 net

DESERT OASES
Weary Traveler's Joy
Lives Renewed
Waving Palms, Water

24 Point

Per Font, \$30 net

DOMINATING IDEAS
Economy, Speed, Comfort
Can Easily Be Had
Universal Type=Maker

18 Point

Per Font, \$30 net

MOST EFFECTIVE DISPLAY
Can be Produced by the Judicious
Use of Sloping Letters in Connection
with the more Rigid, Upright Forms
THEY RELIEVE STIFFNESS

14 Point

Per Font, \$30 net

THE SLICK BROWN FOX JUMPED quickly over the lazy dog. This is a sentence which requires the use of the entire alphabet All characters necessary for the execution of every style of display in Series 1027 AE & CE of \$ & £ 1,234,567,890 \$ ?

12 Point

Per Font, \$30 net

WITH THREE OR FOUR FACES OF TYPE
Some Printers Will Produce More Effective Work
than others can with thirty or forty. For instance,
with good specimens of DeVinne, Italic, Outline, and
a body type, combinations of all sorts are possible
Naturally much depends upon the resourcefulness of
the man with the stick—not the "Big Stick"

36 Point

Per Font, \$20 net

## ADVERTISING GOODS SCHEME FOR SUGGESS GLEAN OPEN-FAGE

24 Point

Per Font \$20 net

BENEFITS THE PUBLISHER
NEW MATERIAL QUICKLY MADE
UNIVERSAL MACHINE \$54

18 Point

Per Font, \$20 net

FAMOUS ADVERTISING MEDIUMS USE
THIS STYLE TYPE FOR NEATEST DESIGNS
UNIVERSAL TYPE PLEASES \$123456

12 Point

Per Font, \$20 net

USE THE MATERIAL THAT GIVES BEST RESULTS
PRODUCTS OF THE UNIVERSAL TYPE-MAKER RELIABLE
MAKES PRINTING MORE ELABORATE \$12345678

10 Point

Per Font, \$20 net

PUBLISHERS INTERESTED IN THE UNIVERSAL TYPE-MAKER
THEY SEE MANY ADVANTAGES IN IT THAT WILL INCREASE BUSINESS
FRONT-PAGE ADS LOOK WELL IN OUTLINE TYPE

MR

MR

SERIES No. 1116

36 Point

Per Font, \$30 net

## LARGE BENEFIT Accurate and Durable Results Assured

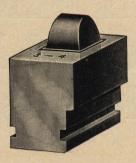
30 Point

Per Font, \$30 net

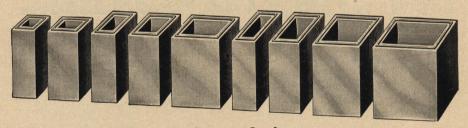
PROFIT TO PRINTER
New Type Always at Hand
Successful Printers







Quotation Quad Matrix
Made of tool steel, with hardened core



### Quotation Quads

1½ x 2	ems, pica	2 x 3 ems, pica	2 x 4 ems, pica
		3 x 3 " "	3 x 4 " "
	**	1½ x 4 " "	4 x 4 " "

Quotation quads are cast in our regular space and quad molds and may either be purchased or rented

### UNIVERSAL BODY FACES

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, abcdefghijklmnopqrstuvwxyzstctæce

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890

10 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities abcdefghijklmnopqrstuvwxyzctstæce

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such abcdefghijklmnopqrstuvwxyzctsteece

ABCDEFGHIJKLMNOPQRSTUVWXYZ&

ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

6 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments, and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose abcdefghijklmnopgrstuvwxyzctstæce

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
\$1234567890£



12 Point

Per Font, \$30 net

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10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time, and without experiencing the delay that is usually entailed

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them to quickly procure sorts, or additions to their type supplies, without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-

6 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time, and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. It is a small, well-organized machine, exceedingly simple in design

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders,

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234567890£

10 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces,

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders leaders, ornaments and special characters without abcdefghijklmnopgrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
\$1284567890£

6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

12 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may

10 Point

Per Font, \$30 net

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8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry.

6 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-Maker is a small, well-organized machine, exceedingly simple in design and construction A most perfect system of operation has been worked

### 10 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders,

### abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ&

\$1234567890£

### 8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original invention, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct

### abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

### 6 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

### SERIES No. 3

10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make \$12345

### 8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of \$12345

### 6 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them \$12345

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ&

> ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890£

10 Point

Per Font, \$35 net

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8 Point

Per Font, \$35 net

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ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
\$1234567890£

12 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness is the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890 £

### SERIES No. 1001

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the

### SERIES No. 2504

6 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-Maker is a small, well-organized machine, ex-

10 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to

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8 Point

Per Font, \$35 net

THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the con-

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6 Point

Per Font, \$35 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& ABCDEFGHIJKLMNOPORSTUVWXYZ& \$1234567890£

### SERIES No. 9

10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, lead-

8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the con-

6 Point

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type-both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without sint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The turther purpose prevails of enabling them

12 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders,

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ \$1234576890

10 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be

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8 Point

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to

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6 Point

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abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ& \$1234567890



12 Point

Per Font, \$30 net

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10 Point

Per Font, \$30 net

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8 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered from a type-foundry. The Universal Type-Maker is a small, well-organized machine, exceedingly

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Per Font, \$30 net

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those

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Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those

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THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without

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THE UNIVERSAL TYPE-MAKER is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without \$1234567890

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such quantities as may be required. The further purpose prevails of enabling them quickly to procure sorts, or additions to their type supplies, without the loss of time and without experiencing the delay that is usually entailed when such supplies are ordered

8 Point

Per Font, \$30 net

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18 Point

Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVW 1234567890

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both

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The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in abcdefghijklmnopqrstuvwxyz

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Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces,

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Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those in-

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Per Font, \$30 net

The Universal Type-Maker is an original conception, created and adapted to cover an entirely new field of usefulness in the art of printing. Its purpose is to supply printers with facilities which will enable them to make their own type—both body and job faces, spaces, quads, borders, leaders, ornaments and special characters without stint; to make those instrumentalities that are necessary to the conduct of their business, and in such

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Verschiedene Anfragen über Verwendbarkeit anderer Entwickler als Phrogallol und Metochinon zum Entwickeln von Autochromaufnahmen und die beste Art, Autochrome hervorzurusen, geben Anlaß, dieses Thema zu behandeln abcdefghijklmnopgristurwenzchafffislävüllssische AVCOCTURERY

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36 Point

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# UNIVERSAL TYPEWRITER FACES

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To the Printer:

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper.

Yours for results, UNIVERSAL TYPE-MAKING MACHINE CO.

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Per Font, \$30 net

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Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

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The particular kind of cloth used is not important. China or Japanese Silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper. By varying the cloth from China silk to ribbon cloth, the operator can get any desired weight of face. In other words, our type will print moderately light with China silk and will give a heavy, blurred impression with the ribbon cloth.

Yours for results.

UNIVERSAL TYPE-MAKING MACHINE CO.



#### UNIVERSAL TYPE-MAKER



#### SERIES No. 2135

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To the Printer:

Imitation typewritten letters are profitable to the job printer. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work they will go elsewhere. You must have type adapted to this work, then a few cents for silk completes the outfit. This type is made to print through silk.

The particular kind of cloth used is not important. China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. China silk is usually used. The work is done on linen or hard-finish paper. By varying the cloth from China silk to ribbon cloth, the operator can get any desired weight of face. In other words, our type will print moderately light with China silk and will give a heavy, blurred impression with the ribbon cloth.

Yours for results,

UNIVERSAL TYPE-MAKING MACHINE CO.

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# UNIVERSAL BORDERS AND ORNAMENTS

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## ORNAMENTS AND BANDS

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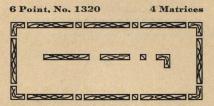
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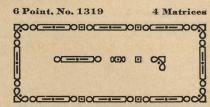
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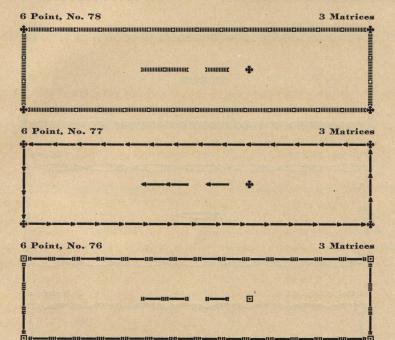
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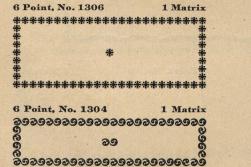
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#### BORDER MATRICES





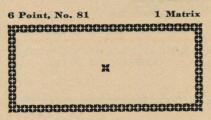


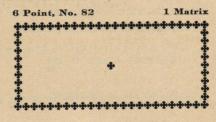


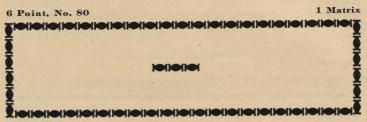


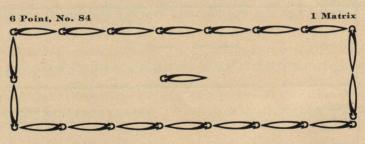
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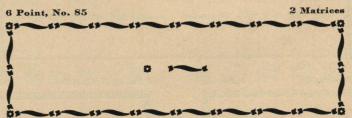
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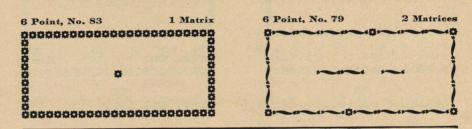


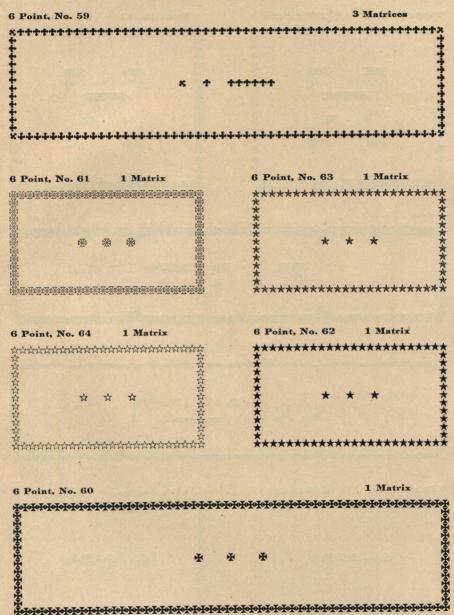












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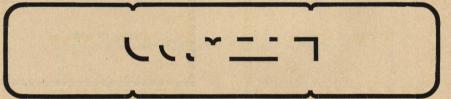
6 Point, No. 33

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6 Point, No. 32

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6 Point, No. 43

2 Matrices

6 Point, No. 44

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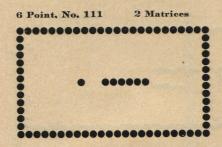
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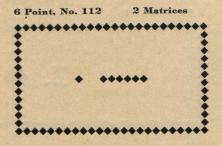
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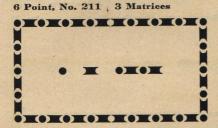
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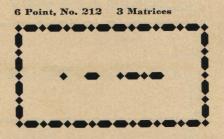
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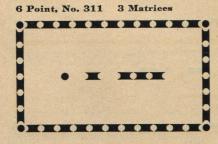
## BORDER MATRICES

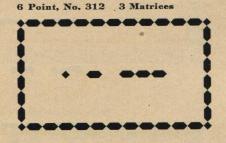


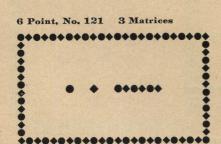


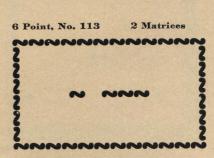












## BORDER MATRICES

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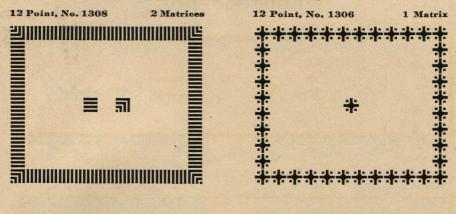
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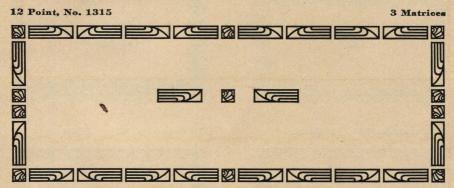


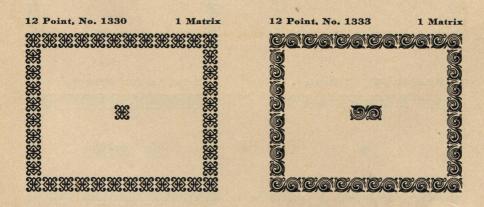
#### UNIVERSAL TYPE-MAKER

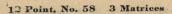


#### BORDER MATRICES



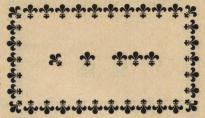




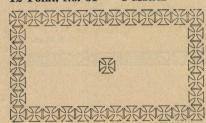




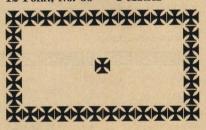
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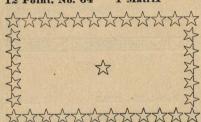
#### 12 Point, No. 61



#### 12 Point, No. 60 1 Matrix



#### 12 Point, No. 64

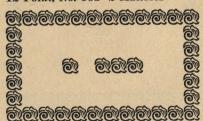


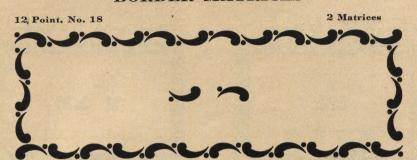
12 Point, No. 62 1 Matrix





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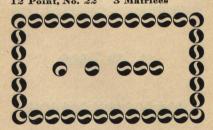




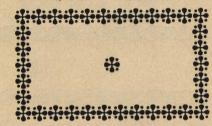
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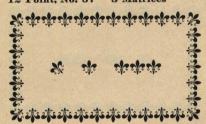
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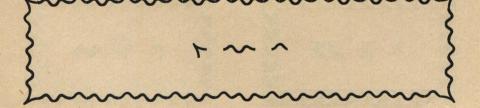


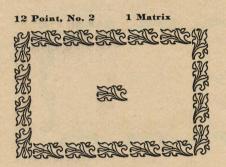
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3 Matrices





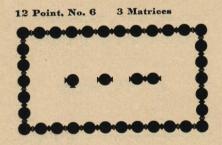
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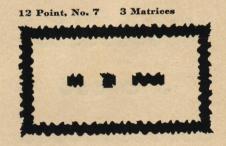
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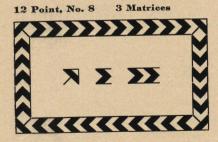
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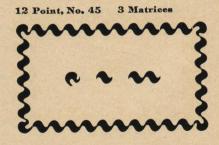
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18 Point. No. 57

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18 Point, No. 62

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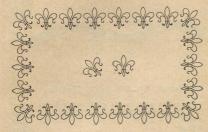
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18 Point, No. 63

Matrix



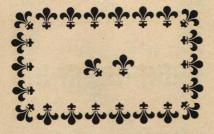
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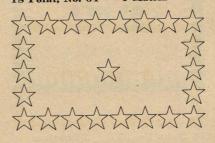
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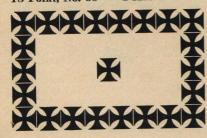
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18 Point, No 61

1 Matrix

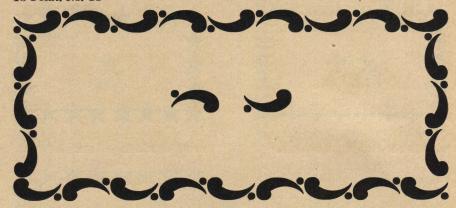




## BORDER MATRICES

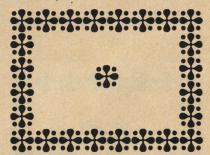
18 Point, No. 18

2 Matrices



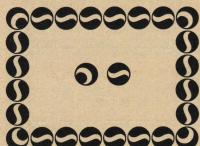
18 Point, No. 35 3 Matrices

18 Point, No. 20 1 Matrix



18 Point, No. 22

2 Matrices



18 Point, No. 37 1 Matrix



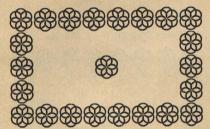
18 Point. No. 5

2 Matrices



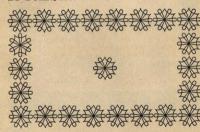
18 Point, No. 38

1 Matrix



18 Point, No. 40

1 Matrix



18 Point, No. 26 5 Matrices



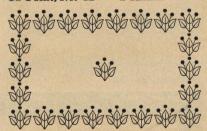
18 Point, No. 39

1 Matrix



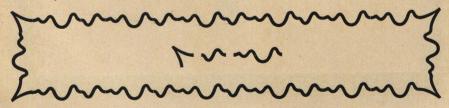
18 Point, No. 41

1 Matrix



18 Point, No. 1

3 Matrices

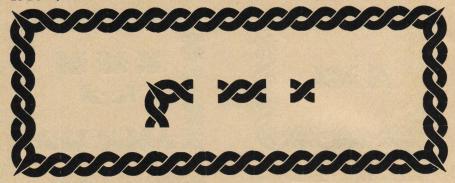


MR

## BORDER MATRICES

18 Point, No. 9

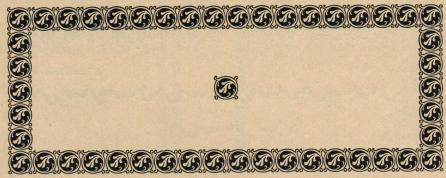
3 Matrices



18 Point, No. 4 1 Matrix

18 Point, No. 25

1 Matrix





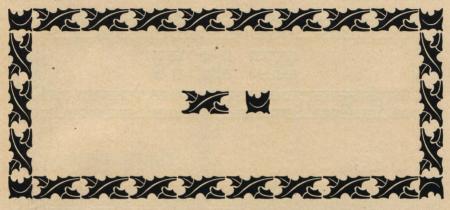
#### UNIVERSAL TYPE-MAKER



## BORDER MATRICES

18 Point, No. 87

2 Matrices



18 Point, No. 1306

1 Matrix

UNIVERSAL TYPE-MAKER

MR

## BORDER MATRICES

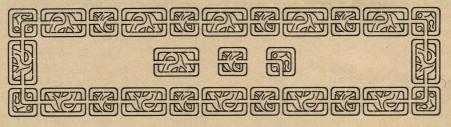
24 Point, No, 1334

3 Matrices



24 Point, No. 1316

3 Matrices



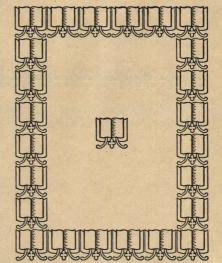
24 Point, No. 90

1 Matrix

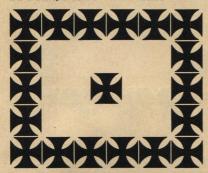
24 Point, No. 91

1 Matrix



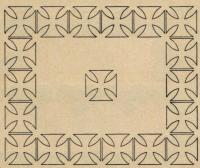


24 Point. No. 60 1 Matri



24 Point, No. 61

Matrix



24 Point, No. 62

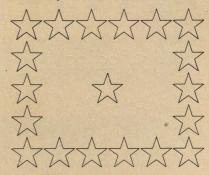
1 Matrix



24 Point, No. 63 1 Matrix



24 Point. No. 64 1 Matri





## BORDER MATRICES

24 Point, No. 15

1 Matrix

24 Point, No. 21

2 Matrice

24 Point. No. 57

2 Matrices

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24 Point, No. 58 2 Matrice

Frankakaka Je

HE HE HE HE HE HE

24 Point, No. 59 2

MR

## BORDER MATRICES

1 Matrix 18 Point, No. 27 AN AN AN AN AN AN AN AN 24 Point, No. 28 30 Point, No. 29 THE THE THE THE THE THE 36 Point, No. 126

## MISCELLANEOUS MATRICES

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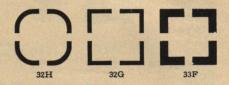
CORNER MATRICES





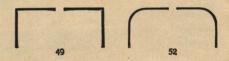
SHADED STARS



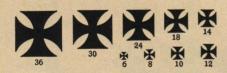


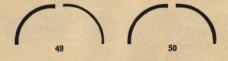
**OUTLINE STARS** 





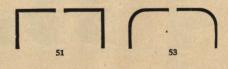
BLACK MALTESE CROSSES

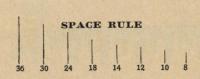


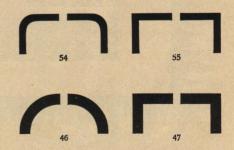


**OUTLINE MALTESE CROSSES** 









## MISCELLANEOUS MATRICES

#### ARBITRARY CHARACTERS

6 Point

8 Point

10 Point

\$ † ‡ \* || ¶ ) ] ¢ ~~~ % % lb @ \$ 1 3 5 7 1 3 1 1 2

12 Point

#### EM FRACTIONS

6 Point

13 1/3 1/8 1/8 1/8 1/8 1/4 1/2 1/4

8 Point

1/3 2/3 1/8 3/8 5/8 7/8 1/4 1/2 3/4

10 Point

1/6 1/8 3/8 5/8 7/8 1/3 2/3 1/4 1/2 3/4

12 Point

1/6 1/8 3/8 5/8 7/8 1/3 2/3 1/4 1/2 3/4



BLACK FISTS



#### MODERN FIGURES

En Set

6 Point 1234567890 8 Point 1234567890

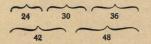
10 Point 1234567890

12 Point 1234567890

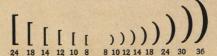
#### EM DASHES

6 8 10 12 14 18 24

#### 6 POINT BRACES



#### BRACKETS AND PARENTHESES



#### PER CENT MARKS

% % % % % 10 12 18 24 30

#### PARAGRAPH MARKS

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